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Search Notes

There are a couple of references here to interviewing and the "ladder of abstraction", which is related to "means-end" theories or models.

A list of databases searched, and terms searched, is provided.

25/7/15 (Item 9 from file: 88) Links

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Understanding the factors influencing ski destination choice: a means-end analytic approach.

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Research has detailed a variety of factors that influence destination choice behavior. In general, these factors can be placed along a continuum ranging from the concrete or tangible attributes of the destinations at one extreme (Gearing, Swart, & Var, 1974; Goodrich, 1977; Var, Beck, & Loftus, 1977) to the abstract or intangible benefits, needs, motivations, or personal values travelers seek to satisfy at the other extreme (Crompton, 1979; Dann, 1981; Fisher & Price, 1991; Lounsbury & Hoopes, 1985; Muller, 1989; Pitts & Woodside, 1986). Although some have recently noted the conceptual relationship among several of these factors (Muller, 1989; Pitts & Woodside, 1986), researchers typically treat the extremes of this continuum as distinct and independent of each other in empirical studies of tourism choice behavior.

A recently developed theoretical perspective provides a way to integrate these concrete and abstract entities in a single framework. This perspective, termed means-end theory (Gutman, 1982), focuses specifically on the cognitive linkages between the relatively concrete aspects or attributes of products(1) (the "means"), the more abstract consequences these attributes provide for consumers, and the highly abstract personal values (the "ends") these consequences help reinforce. Examining these means-end relationships (called means-end chains) provides a useful way to understand the fundamental relationship between consumers and the products they purchase and consume. This type of analysis provides an insightful complement to other, more-established research approaches. As such, it holds important implications for researchers and practitioners interested in understanding and influencing destination choice behavior.

The purpose of this paper, therefore, is to present the basic conceptual and methodological features of means-end theory and to demonstrate its usefulness for leisure and tourism research. We begin with an overview of means-end theory. Then, we describe the general methodology used to measure and analyze means-end relationships. Next, we demonstrate the use of this methodology in an empirical study of ski destination choice. We also provide an extension of this basic analysis, using a cluster analytic technique, that enhances the interpretability, and thus

the usefulness, of the empirical results. Finally, we discuss some of the implications offered by the means-end approach for future leisure and tourism research.

Means-End Theory

Broadly speaking, the focus of means-end theory is on understanding how consumers think about products. More specifically, the focus is on examining the important meanings that consumers associate with the products they purchase and consume. In means-end theory, it is useful to distinguish among three levels of abstraction or categories of meaning that are typically associated with a concept such as a product (cf., Olson & Reynolds, 1983). These categories are product attributes, consequences of product consumption, and personal values relevant to the consumer. Product attributes are relatively concrete meanings that represent the physical or observable characteristics of a product. For example, a ski area might be described in terms of the "number of expert trails" it has. Consequences are more abstract meanings that reflect the perceived benefits (or costs) associated with specific attributes. "Expert ski trails," then might lead to the consequence of "feeling challenged." Finally, personal values are highly abstract meanings that refer to centrally held, enduring beliefs or end-states of existence that consumers seek to achieve through their purchase and consumption behavior (Rokeach, 1973). Continuing the previous example, "feeling challenged" while skiing might allow one to experience a sense of "achievement" or "excitement." Taken together, this pattern of associations from attributes to consequences and from consequences to personal values represents a special type of knowledge structure called a means-end chain (Gutman, 1982; Howard, 1977; Olson & Reynolds, 1983):

Attribute |right arrow
Consequence |right arrow
Personal Value

This means-end chain model provides a simple way of characterizing the basic pattern of relationships by which the physical features or attributes of products gain personal relevance or meaning for consumers.

Simply stated, the rationale underlying the means-end model is that people choose products with attributes that produce desired consequences and minimize undesired consequences (Gutman, 1982). The desirability or importance of these consequences is, in turn, determined by the personal values they are associated with. Gutman (1982), following Rokeach (1973), suggests that consequences have positive or negative valences, dependent upon their relationship to personal values. Thus, from a means-end perspective, values are the key factor underlying preferences and choice behavior (cf. Homer & Kahle, 1988; Henshel, 1971; Rokeach, 1973; Rosenberg, 1956; Wickert, 1940a, 1940b).

The emphasis of the means-end model is different than that of more traditional multi-attribute models of choice. The traditional multi-attribute approach concentrates on determining if and to what degree particular product attributes are important. The means-end approach, in contrast, focuses on why and how product attributes are important. Why and how attributes are important is addressed by assessing the sequence of means-end relations that link product attributes to personal values. In the next section we discuss the procedures used to identify these concepts and linkages.

General Methodology for Assessing Means-End Relationships

Reynolds and Gutman (1988) offer a methodology for assessing means-end knowledge structures. The procedure, known as laddering, involves a series

of one-on-one in-depth **interviews**. Initially, respondents are given a simple categorization or sorting task. This task is designed to elicit the basic concepts or distinctions consumers use to differentiate between the stimuli (e.g., products or brands) within the domain of interest. These basic distinctions are typically made at the relatively concrete product attribute level, although distinctions at the other higher-order consequence and value levels are also possible.

The **interviewer** then asks the subject a series of probing questions designed to uncover the higher-level meanings and associations related to these basic distinctions. These questions are open-ended and designed to encourage the subject to give an answer specific to their own particular thoughts, and in their own words. Specifically, the respondent is presented with one of the distinctions elicited from the categorization task and asked "why is (this distinction) important to you?" Their response is then used as the focus of the next "why is that important...?" question. This questioning process continues until the subject can no longer provide an answer. This procedure is called "laddering" because it forces the respondent up the "**ladder of abstraction**," bridging relatively concrete product meanings at the attribute level to more abstract meanings at the consequence and personal-value levels. A thorough review of this approach can be found in Reynolds and Gutman (1988).

Analysis of the responses gathered from these individual laddering **interviews** involves several steps. First, the data are reviewed to develop/define appropriate categories of meaning. Then, the verbatim responses are classified using these categories of meaning. Based on this content analysis, the structural relationships between specific attributes, consequences, and values are aggregated across respondents in an asymmetric implication matrix. This matrix is then used as the basis for constructing a summary chart called a Hierarchical Value Map (HVM) (Reynolds & Gutman, 1988). The HVM is a network diagram that characterizes the key meanings associated with a particular product domain. Note that the objective in the content and structural analyses of the data is not to portray every individual's ladders but rather to develop an aggregate representation that is reasonably faithful to the means-end knowledge structures of most of the individuals **interviewed**.

In the following sections, we demonstrate the use of the above methodology in an empirical study designed to identify the patterns of meanings involved in choosing among competing alpine ski destinations. In addition, we show how the data from this study can be further analyzed using cluster analysis to help reveal the major groupings among the chains of meaning represented in the summary HVM.

Study Objectives and Methodology

A study was conducted to assess the means-end structural relationships downhill skiers perceive as relevant in selecting a destination for a get-away ski vacation. The data was collected during a ski show held in Ottawa, Canada over a three-day period in November 1991. A total of 90 subjects participated in one-on-one in-depth **interviews** using the laddering approach described above. Ski show attendees passing by a booth set up for the study were approached by one of four interviewers (2 male and 2 female). Interviewers identified themselves as researchers from a local university and not affiliated with any ski resort. Only attendees who were at least 22 years old and had been on at least two overnight ski vacations in the past five years were asked to participate in the study.

Each subject received a coupon book (provided by the ski show) as compensation for participating in the study. A demographic profile of these subjects is presented in Table 1. Note that all of the 90 subjects used in this analysis spoke English as their primary language.

TABLE I
Sample Profile (n = 90)

Gender:	
Male	64
Female	26
Number of Days Skiing Per Year:	
1-5	3
6-10	1
11-14	10
15-19	12
20 or more	64
Number of Ski Trips Per Year:	
0-1	22
2-3	45
4-5	11
6 or more	12
Lodging Most Frequently Used:	
Friends/Relatives	10
Private Cottage/Condominium	31
Hotel/Motel/Lodge	49
Age Group:	
Under 34	43
34-44	28
44-54	12
55 or over	7
Household Income (in Canadian \$'s):	
Up to \$29,999	5
\$30,000-39,999	17
\$40,000-54,999	22
\$55,000-69,999	14
\$70,000 or more	27
No Response	5
Subjects were questioned individually in an	

interview

lasting approximately 20-30 minutes. After collecting initial demographic information, a preference-oriented sorting task (Reynolds and Gutman 1988) was used to elicit the basic concepts or distinctions subjects use when choosing among alternative ski resorts. In this task, subjects were presented with a list of the 33 largest ski resorts in the surrounding area and asked to indicate which resorts on that list they had visited (in the last five years). The **interviewer** randomly selected three of the resorts the subject had been to, and asked which of the three he or she preferred. The **interviewer** then asked the subject why he or she preferred that resort over the other two. This procedure typically elicited one or two reasons (or basic distinctions) from the subject.

The laddering process described earlier was then employed for each distinction the subject mentioned to elicit the higher-level concepts to which it was associated. Depending on the subject's initial response, the

interviewers probed for the other dimensions of meaning that completed a means-end chain. For example, if a subject's initial response was "can meet people easily," the **interviewer** would recognize this as a consequence and probe for both the supporting attribute and the relevant personal value. The attribute would be probed for with questions such as "What is it about the resort that makes you feel you can meet people easily?" The personal-value-level meanings would be elicited by probing with questions of "Why is meeting people easily important to you?"

This process of eliciting distinctions and laddering from those distinctions was then repeated using the two remaining resorts. On average, these procedures resulted in 3.4 "ladders" per subject for a total of 310 ladders elicited across the 90 study participants.

Analysis and Results

Content Analysis

The LadderMap computer software developed by Gengler and Reynolds (1989) was employed to facilitate the data analysis. The initial task of the analysis was to enter the verbatim responses for each subject's ladders into the computer. Each ladder was entered, making a separate entry for the individual elements within the ladder. As each element was entered, it was given an initial classification as being either an attribute, consequence, or value. After all of the verbatim responses were entered, content categories were established to allow aggregation of the responses across subjects and further quantitative analysis. An analyst familiar with the topic developed a set of codes. Then that analyst and another experienced analyst coded the data independently. A comparison of the coding results indicated intercoder agreement of 87%. All disagreements between the two coders were resolved jointly. The content categories used in the study are given in Table 2 below. Note that of the 24 categories in Table 2, 13 represent concepts at the attribute level, 7 at the consequence level, and 4 at the personal-value level.(2)

TABULAR DATA OMITTED

Structural Analysis

The concepts identified in the content analysis represent the key meanings underlying subjects' ski destination choices. Structural analysis was then used to identify the linkages or interrelationships among these concepts. The first step in this analysis was to construct an aggregate implication matrix. This is a square matrix in which the rows and columns refer to the concepts developed in the content analysis. The entries in the matrix consist of the number of times each pair of concepts was associated together in the laddering **interviews**. These associations may be either direct or indirect. To illustrate this distinction between direct and indirect associations, consider a means-end chain of A | approaches

B | approaches

C. This chain consists of direct associations from A to B and from B to C, and an indirect association from A to C.

While one could argue that direct and indirect associations are different measures of inter-concept association, we prefer to treat them as equivalent measures and sum the number of direct and indirect associations between concepts when aggregating across respondents. Our rationale for doing so stems from the observation that some respondents tend to elaborate more than others during the laddering **interviews** and mention more intervening meanings between concepts than other respondents. This point is best illustrated by an example. Suppose that two respondents both differentiated ski areas in terms of "slope grooming" (i.e., the extent to

which the slopes are maintained or groomed). The first respondent, when asked why "grooming" is important responds that "better grooming means the snow conditions will be better"; and then when asked why having "better snow conditions" is important responds that "I feel safer skiing when the snow conditions are good." This respondent would then have direct associations between "grooming" and "snow conditions" and between "snow conditions" and "safety"; and an indirect association between "snow conditions" and "safety." In contrast, suppose we spoke to another less-talkative respondent who simply responded that "grooming" is important because it means the "skiing will be safer." This respondent would have only a direct association between "grooming" and "safety." In this example, the key factor affecting whether these associations linking "grooming" and "safety" are classified as direct or indirect is the amount of elaboration elicited during the **interview**. Treating them as different types of measures or focusing solely on the number of direct associations, as some have suggested (e.g., Olson & Reynolds, 1983), would bias the results by underweighting the importance of the associations recorded for the more verbose respondents (who would tend to have longer ladders and more indirect associations between concepts).

The implication matrix constructed from the 310 ski destination ladders is given in Table 2. As noted above, the entries in the matrix indicate the number of times a concept (the rows) directly or indirectly elicited each of the other concepts (the columns). These entries provide the basis for constructing the Hierarchical Value Map or HVM. The first step in constructing an HVM involves selecting a cutoff value to determine which relations should be represented on the map and which should not. In practice, an implication matrix typically consists of a large number of cells that are either zero or near zero. Thus, the idea in selecting a cutoff is to select a value that captures the dominant relations represented in the matrix (Olson & Reynolds, 1983). One heuristic that can be used is that the concepts represented in the HVM should be mentioned by at least five percent of the study respondents. Thus, for the present study a cutoff of 5 relations was selected ($5\% \text{ of } 90 = 4.5$, or 5 rounded to the next whole number).

Based on this cutoff, a binary matrix was then created where a cell received a one if the corresponding element of the implication matrix was greater than or equal to the cutoff value and a zero otherwise. These binary flags indicate which associations should be illustrated on the graph. In the interest of constructing a meaningful, uncluttered graph, however, not all of the marked associations are actually drawn as individual lines. Some of the connections indicated in the binary matrix are considered to be redundant and therefore are not illustrated on the map. If, for instance, the matrix indicates X |approaches

Y, X |approaches

Z, and Y |approaches

Z; then the connection X |approaches

Z is redundant since it is captured in the X |approaches

Y and Y |approaches

Z relationships. After all the redundant relationships were eliminated, the binary matrix was then used to draw the graph.

The final step in constructing the HVM involved representing the number of subjects mentioning each concept and the relative strength of association between concepts. The number of subjects mentioning a concept was represented on the graph by varying the size of the node (or circle) on

the map; while the relative strength of association between concepts was represented by varying the width of the line connecting related concepts. This approach for constructing an HVM is based on recommendations made by Gengler, Klenosky and Mulvey (1992).

The final HVM for the ski destination study is illustrated in Figure 1. Note that the value-level concepts (represented by black-filled circles and labeled using all upper-case letters) are positioned near the center of the diagram to reflect the core role they play in defining the meaning of the other less-abstract concepts. The more-concrete attribute concepts (represented by white-filled circles and labeled using all lower-case letters) are positioned around the perimeter of the HVM since they typically began (or occurred early in) the laddering process. Finally, concepts reflecting consequences (represented by gray-filled circles and labeled using uppercase letters for the first letter of each word) are positioned between these two extremes. (3)

Cluster Analysis

The HVM illustrated in Figure 1 suggests a large number of pathways from the attributes, consequences, and values elicited during the laddering **interviews**. More specifically, the HVM shows 21 unique paths that can be traced between elements at the attribute level and elements at the personal-values level, any or all of which may be worthy of further consideration. Reynolds and Gutman (1988) present one approach for determining which pathways in the HVM are the most important or dominant. In their approach, the analyst simply totals the number of associations linking the different concepts in each chain represented in the HVM. In this paper, we present an alternative approach that uses cluster analysis to identify the dominant pathways or groupings of concepts in the HVM.

The first step in the cluster analysis involved creating a similarities matrix. This matrix was constructed by combining the entries in the asymmetric implication matrix above and below the diagonal to create a symmetric matrix of associations between concepts. Thus, each entry in the similarities matrix gives the total times each concept elicited or was elicited by each of the other concepts. This similarities matrix is given in Table 3. Since the clustering procedure used in the analysis (described in SAS, 1990) required the use of dissimilarity measures rather than similarities, each entry in the similarities matrix was then converted to a dissimilarity score using a transformation that subtracted the entry from a constant representing a number larger than the maximum value in that matrix. Thus, each entry in the similarities matrix was subtracted from 29 (one more than the largest value in that matrix, 28). This final dissimilarities matrix was then input into an agglomerative hierarchical clustering algorithm, using the average-linkage method of computing between-cluster distances.

An analysis of the pseudo-F and pseudo- t .sup.2

statistics (discussed in SAS, 1990, pp. 98) indicated a six-cluster solution. The six clusters are listed in Table 4 (employing the convention of using all lower-case letters for attributes, upper-case for only the first letter of consequences, and all uppercase letters for values). In general, each of the six clusters appears to capture a different aspect or chain of meaning skiers use when selecting among competing ski resorts. Cluster 1 appears to capture the most dominant chain in the HVM (i.e., many of its concepts were among the most frequently mentioned across the respondents). It includes concepts that link concern about the hills and trails making up a ski resort to the personal values FUN & EXCITEMENT

and ACHIEVEMENT. The patterns of association in the HVM involving this cluster's concepts suggest that skiers are concerned about the hills and trails at a ski area for two interrelated reasons. The first appears to reflect a concern for the difficulty of the terrain and the benefit of feeling Challenged; while the second involves the opportunity to have some Variety and Choice. Note that several of these concepts were among the most frequently mentioned during the laddering TABULAR DATA OMITTED

interviews, reflecting the central role of these concepts in the ski destination choice process.

The next cluster, Cluster 2, focuses on skiers' concern with the grooming and snow conditions at a resort. Interestingly, skiers' attention to these attributes appears to be driven by a concern for personal SAFETY, on the one hand; and, as reflected in the HVM, by meanings associated with the personal value FUN & EXCITEMENT, on the other. The next cluster includes concepts that reflect the social benefits associated with a ski vacation. In particular, Cluster 3 suggests that the attributes friendly people and entertainment create a Social Atmosphere, which ultimately leads to a feeling of BELONGING. The fourth Cluster includes the attributes crowding and close to home and the benefits Save Time and Ski More. These meanings are all strongly linked in the HVM, apparently reflecting a general concern for some of the temporal or convenience aspects (travel and lift lines) that can potentially detract from the fun and excitement of a ski outing. Whereas cluster 4 appears to capture concepts related to how skiers spend their time on a ski trip, Cluster 5 appears to capture concepts related to how they spend their money. More specifically, this cluster includes the attributes lodging, ski packages, and resort services and the consequence Save Money. Interestingly, as shown in the HVM, Saving Money is important because it allows one to Ski More, thus allowing one to have more FUN & EXCITEMENT. The final cluster, Cluster 6, links the two remaining attributes local culture and familiarity. Although not reflected in the HVM, the association between these concepts may reflect the novelty associated with being at a particular resort environment.

Taken together, the laddering procedure and subsequent analyses provide considerable insight into the major means-end knowledge structures skiers use when choosing among competing ski destinations. The content and structural analyses, as summarized in the HVM, reflect the complex patterns of interrelationships among the concepts in these structures; and the cluster analyses reveal the dominant chains of meaning connecting those concepts.

Implications for Leisure and Destination Research

In general, the data from a means-end study can be used to address a broad range of applied and theoretical problems facing leisure and tourism researchers. At an applied level, these problems range from developing and evaluating advertising strategy, to segmenting markets, to positioning products (for more detailed discussions of these, and other applications see Gengler & Reynolds, 1993; Gutman, 1982; Olson & Reynolds, 1983; Reynolds & Gengler, 1991; Reynolds & Gutman, 1984, 1988). As one illustration of these potential uses, the different patterns of means-end associations identified in the present ski destination study can be used to develop positioning and promotion strategies for a ski resort. For instance, a strategy could be developed that emphasized the Challenge and FUN & EXCITEMENT associated with the trails at the resort or,

alternatively, the unique Social Atmosphere and SENSE OF BELONGING associated with the friendly people who work and ski there.

Another use of the technique could be in helping leisure and tourism-service providers better understand how their clientele think about their product offerings. Means-end theory and the laddering methodology could be used to identify differences in the means-end structures associated with these two groups. For example, the dominant chains of meaning uncovered in the present study of skiers could be contrasted to those identified in a subsequent study of ski-area operators. Once identified, this information could serve as the basis for a training or management program in which service providers are made aware of how their views match or differ from the consumers they seek to serve.

In addition to their tremendous potential for applied uses, means-end theory and the laddering methodology hold important implications for addressing a variety of theoretical issues in leisure and tourism research. One such issue concerns the impact of situational factors on leisure choice behavior (e.g., Filiatrault & Ritchie, 1988; June & Smith, 1987). In general, previous research has shown that the way in which a situation is defined has a strong influence on how people evaluate the importance of different attributes and attribute-levels. The bases of these situational effects, however, still remains as an important research question. The means-end approach outlined in the present research may prove useful for enhancing our understanding of this issue. In particular, it is quite possible that the situational differences in attribute importances may be driven by differences in the consequences and personal values that are salient in a given situation.

In a different direction, means-end research can be used to assess the means-end knowledge structures of leisure and tourism phenomena that exist among people with different levels of experience or personal involvement. Recent leisure and tourism research (Bloch, Black, & Lichtenstein, 1989; Bloch & Bruce, 1984; Havitz & Dimanche, 1990; Pearce, 1982; Schreyer, Lime, & Williams, 1984; Watson, Roggenbuck, & Williams, 1991) suggests that differences in one's level of experience or involvement often has a strong impact on a variety of information-processing and behavioral measures. These effects may be productively examined using the means-end approach. For example, people with high levels of experience (or involvement) may have more complex and better established means-end knowledge structures relative to those with low levels of experience (or involvement).

Finally, our study focused on active skiers (i.e., those who had been on at least two ski trips in the last five years). An interesting future study would be to replicate the procedure on a sample of inactive skiers (i.e., those who have not been on a ski vacation in the last five years) or nonskiers. As one anonymous reviewer pointed out, the means-end approach outlined in this paper may be just as useful for exploring why people do not engage in particular activities or visit certain sites, as for exploring why they do participate or visit. Such an analysis would be of considerable interest given the number of recent studies on leisure constraints/constrained leisure behavior (excellent overviews of this research can be found in Jackson, 1991; and in recent reviews by Goodale & Witt, 1989 and Jackson, 1988).

As with all research, care should be taken in generalizing the results beyond the sample of active skiers **interviewed** in this research. There may be important differences in the means-end structures of

the present sample of skiers and those in different markets. Additional research should be conducted to determine the extent of these differences.

In conclusion, the aim of this research was to introduce means-end theory and to demonstrate its basic methodology in a destination choice context. Another goal was to show one way in which the basic analysis of means-end data can be extended. Hopefully, this paper will inspire additional research on means-end analysis to refine and extend the methodological and analytical procedures and examine other important leisure and tourism research issues.

1 In this paper, the term product is not restricted to refer to physical, tangible goods. Rather, it is used in a broad sense that includes physical goods (such as a pair of skis), services (such as a ski lesson), and even more intangible ideas (such as skiing in Colorado).

2 The four values identified through the content analysis differ only slightly from those used in previous personal values research. For example, the values "belonging," "achievement," and "safety" use different labels but are semantically equivalent to "sense of belonging," "sense of accomplishment," and "security," which are given in the List of Values (LOV) developed by researchers from the University of Michigan's Survey Research Center (Kahle 1983; Veroff, Douvan, & Kulka, 1981). The other value, "fun & excitement," is a combination of "fun and enjoyment in life" and "excitement" from the LOV. These two values were combined because they tended to be mentioned together during the laddering

interviews and because previous research in tourism indicated that they were strongly related. In particular, Muller's (1989) study of international tourism identified a market segment characterized by their interest in seeking fun and excitement while on vacation. The other values from the LOV ("self-respect," "warm relationships with others," "self-fulfillment," and "being well-respected") were not mentioned during the laddering **interviews**.

3 Traditionally in means-end research, the HVM is structured vertically so that values appear at the top of the map, consequences near the middle, and attributes at the bottom. Our "centralized" format for the HVM was used partly to avoid a cluttered map (that would have had only a few values at the top of the diagram and a large number of attributes at the bottom, with a large number of crossing lines connecting the concepts) and partly to reflect the centrality of the values concept in cognitive structure.

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TABLE 4

Cluster Analysis of Ski Destination HVM Data

Cluster 1 hills & trails difficulty Ski Variety Choice Challenging
ACHIEVEMENT FUN & EXCITEMENT Cluster 2 grooming snow conditions SAFETY
Cluster 3 friendly people entertainment Social Atmosphere BELONGING Cluster
4 close to home crowding Save Time Ski More Cluster 5 ski packages lodging
resort services Save Money Cluster 6 familiarity local culture

Klenosky is an Assistant Professor in the Department of Marketing at DePaul University, Gengler is an Assistant Professor in the Department of Marketing at Clarkson University, and Mulvey is a doctoral student in the Department of Marketing at the Pennsylvania State University.

25/7/14 (Item 8 from file: 88) Links

Gale Group Business A.R.T.S.

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03496527 **Supplier Number:** 16109677

Shared lenses: general semantics and the organizational culture perspective.

Burk, John

ETC.: A Review of General Semantics , v51 , n3 , p301(8)

Fall , 1994

Text:

GENERAL SEMANTICS has been applied to many academic, professional, and personal areas and is a unique, alternative lens through which to view the world. G.S. is a non-linear, non-reductionistic, process-oriented perspective which examines, among other things, the use of language on different levels (see Bois, 1957; Bois 1966; Korzybski, 1948). G.S. can be applied from a low level of descriptio (e.g., pointing at something with our mouth covered) to geopolitical considerations (e.g., the G-7 response to Yugoslavia). Much has been written about the use of G.S. in business and it has been applied to a variety of organizational contexts. Recently, a new paradigm for organizational research has developed which parallels many of the assumptions of G.S. This new paradigm is called The Organizational Culture Perspective (hereafter TOCP) and it can be supported by adopting a G.S. perspective.

Ott (1989), an advocate of TOCP, indicates that researchers need to find new ways of looking at organizations and that TOCP is a unique way to do so.

Instead of viewing an organization as a goal-oriented structure (formal or informal) with functions, information systems, and decision processes, or as groups of members, the organizational culture perspective puts on a different set of "lenses" through which to "see" an organization. When we look through these special organizational culture lenses, we see a mini-society made up of social constructions.

Ott is a firm believer in the social construction of reality whereby all that is known to a culture (facts, values, beliefs, truths, etc.) are agreed upon perceptions.

This perspective is anathema to more popular methods of organizational research which study parts of the organization in isolation to determine what works and what does not. Ott (1989), considers TOCP to be:

a call for balance; a plea for the acceptance of diverse views about and approaches to studying organizations; a cry for breaking out of the information systems/logical-positivist/quasi-experimental mold that has placed a mental and emotional straight jacket on organization theory and theorists for too many years.

This perspective is clearly non-Aristotelian and would be congruous with G.S., in that we need a radical change of thinking about how our world works around us. In particular, we spend most of our lives in some type of organizational setting and understanding that setting is crucial to our sense-making. If TOCP and G.S. can help us in that understanding, then they may serve as useful and viable research methods.

Another perspective of organizational culture embraces a pragmatic, functional, strategic approach, which differs from the social constructionist approach. This approach suggests that while organizational cultures do exist, they can also be manipulated if change in the culture is desired. "This explicitly managerial orientation views culture as an organizational variable (something an organization has) which can be manipulated to best suit the needs of the organization -- normally the rationale for changes lies with efficiency, productivity, and worker morale" (Mumby, 1988, p. 7).

Conrad (1990), who adopts this strategic view, sees culture as a communicative creation. Cultures emerge, are maintained, and change through communication. Consequently, the combination of culture and communication is the root of Conrad's perspective. "This dual relationship between communication and culture is the basis of strategic organizational communication. Choosing among available communication strategies involves analysis of cultural characteristics and predicting the probable impact those strategies will have in particular organizational situations".

Given either perspective, organizational culture is an elusive concept. "The word 'culture' is a little like the word 'love' -- almost everyone has experienced it and knows what it means, but almost no one can explain what it is" (Conrad, 1990, p. 6). In an attempt to help describe and capture this elusive concept, general semantics can be a way to view organizational culture and think critically about what happens in the organizational world around us.

Exton (1991), advocates the use of G.S. and critical thinking in terms of making managerial judgments. Many of the same arguments can be made for applying G.S. to TOCP. The G.S. formulations of the map is not the territory, the map is not all the territory, the map is self-reflexive, and the consciousness of abstracting (Korzybski, 1948) are essential if organizational culture is to be "found."

"The map is not the territory" suggests that a word is not the thing, but a symbolic representation of the thing. Thus, the word chair can refer to but is not something wooden or metal with four legs. This principle is helpful to the understanding of organizational culture by helping those researching an organization to realize that the many words employed in an organization are abstractions of events and/or concepts.

An example would be an organization's philosophy for doing business. This philosophy could be articulated through a written mission statement or it could be implied through corporate members' actions. If the written statement is examined, a researcher must remember that the map is not the territory and that the statement may only represent the organizational culture, it is not the organizational culture. Thus, the words in the statement are not the thing (the culture).

"The map is not all the territory" can also be applied to an organization's mission statement. Even if the statement attempted to define and state everything the organization did or did not do, it would still not describe all of the organization or its culture. An organization can never be completely described and, by extension, neither can its culture.

Consequently, an organization's culture can never be completely "found" but inferences can be made from its members.

"The map is self-reflexive" can be applied to the written mission statements as well as an implied organizational philosophy. An organization's written statement is most likely written by a group of people, but if the map-maker is always in the map, then are those writing the mission statement truly representative of the organization they are writing about? A more serious problem arises when trying to find out the implicit organizational philosophy. If one were to **interview** every member of an organization, then one would receive as many perspectives as employees. Hence, you would have, given the map-maker is always in the map, many different organizational philosophies. It would be very difficult to ascertain one, coherent organizational philosophy.

Consciousness of abstracting is also important when trying to "find" or describe organizational culture. It is important to understand that each person is going to view, or abstract, differently. If an organization were trying to find out about a particular problem within a certain department, the employees might be asked to tell their side of the story. Realistically (non-metaphysically speaking), a researcher would come up with a series of abstractions with which to make sense of the problem. With a consciousness of abstracting, the researcher would know this and not tell his/her superiors what the problem "is, but what it "appears" to be, given the interpretations of the employees within the department. If the superiors asked the question, "Have you found out all the facts?" the answer, from a G.S. perspective, should be a resounding "No!" No problem or perspective can ever truly be "known."

These four principles can also be applied to elements or levels of organizational culture. Artifacts, values, and basic assumptions have been identified as levels central to organizational culture (Dyer & Dyer, 1986; Ott, 1989; Sankar, 1988; Schein, 1990). Ott (1989) advocates researching organizational culture based on these three levels. Investigating level 1A, artifacts, requires examining how the organization is physically structured, looking through its archives and other records, and listening to the language of the organization (e.g., jargon, humor, metaphors).

The G.S. principles discussed apply at this level and remind the researcher to not stop at this level and point to the artifacts and say, "This is the organizational culture." Artifacts may say something, but they certainly do not tell all.

Level 1B of Ott's approach focuses on patterns of behavior. Here we attempt to study the rites and rituals of an organization along with its behavioral norms. This can be done through participant observation, **interviews**, or other narrative approaches. It is very important to understand that the information gleaned at this level is the abstraction of the researcher which is based on the abstractions of the employees, which is based on their abstractions of the observation/**interview**, etc. Without infinitely regressing, the researcher must realize the many lenses through which the information is being filtered.

Level 2 of Ott's method studies belief and values. As the levels increase so does the level of difficulty in tapping into the organizational culture. "Artifacts and patterned behaviors can be seen, touched, or heard. Norms can be inferred from patterns of behavior. Beliefs, values, and ideologies are a step further removed from observable behaviors...". Hence,

the researcher is moving up the **abstraction ladder** and away from being able to point at what it is he/she is trying to define. Usually questionnaires are employed to try to tap into the culture. There are, of course, limitations to such a method and G.S. would increase consciousness of that limitation. As the researchers move away from the observable, they must deal with more abstractions.

At level 3 we examine the basic underlying assumptions of the organization, which Ott argues is the closest one can get to knowing an organization's culture. Level 2, if researched well, can get very close to level 3 but may never reach it. An employee may have a belief or value about something in the organization that s/he can articulate, but s/he may not know or be able to articulate the underlying assumption behind the belief or value. The underlying assumptions are generally thought to be the subconscious or unconscious part of an organization whereby the employees behave in a certain way without knowing why or what they are doing.

The G.S. principles are especially helpful at this level. Ott advocates an ethnographic approach when trying to tap into level 3. The G.S. principles can help researchers understand the limits of their findings and heighten awareness of the complexity of trying to ascertain an organization's culture. Realizing that the words are not the thing, that all cannot be described, that the researcher is always included in the research, and that the information found is but an abstraction of an abstraction, etc., helps the researchers move in the direction of consciousness of the process. That is, attempting to describe an organizational culture is a very difficult task, but inferences can be made to formulate a coherent answer, just not a complete answer. Everything cannot be known about an organizational culture. There is always more to learn. Such a mindset is especially healthy in a corporate environment that may insist there is "one" best answer to any of the problems that organizations encounter.

I would also note that although Ott's approach was described here, there are many other ways in which to tap into organizational culture. G.S. can help whatever the method or combinations of methods used. Indeed, many in this field advocate mixing both qualitative and quantitative methods in gathering organizational culture data (e.g., Conrad, 1990; Ott, 1989).

At this point, G.S. has been applied to the study of organizational culture. Specifically, Ott's qualitative approach has been offered as a methodological example of how organizational culture information can be gathered. G.S. was applied to the qualitative researcher by injecting a "to me" mindset or lens through which to view the cultural information gathered.

The study of organizational culture seems appropriate when one looks at the multitude of mergers and acquisitions that have taken place in the last decade. Not only are billions of dollars in assets, equipment, and buildings involved, so are people and the shared norms, beliefs, and values that they bring with them. Organizational cultures may clash as a result of a merger or acquisition but these effects have largely been ignored (Buono & Bowditch, 1989).

There is a real need to manage organizational transformations and TOCP and G.S. can help the situation by getting beyond what organizational culture means "to me" and moving in the direction of making cultures work together given different abstractions of organizational reality.

One way to get beyond the "to me" syndrome is to move up and down the

abstraction ladder" and check the perceptions of the employees within an organization. If a company that has merged is having problems at the higher levels of abstraction that exist in the minds of the employees from the former, separate, companies, then have them indicate, via the **abstraction ladder**, what they believe ought to be happening or what used to happen that should be happening now. If there are shared beliefs and values among employees that can be addressed, then the study of organizational culture and G.S. has gotten beyond the "to me" mindset to a more pragmatic orientation.

G.S. has been and will be applied to many academic, professional and personal areas. The organizational setting is a functional arena in which G.S. can be applied. Moreover, The Organizational Cultural Perspective is rich with ideas that can be supported by a General Semantics viewpoint.

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John Burk is a Ph.D. student in the Department of Speech Communication at Southern Illinois University-Carbondale. This manuscript was presented at the 1993 joint Central/Southern Communication Association Convention in Lexington, Kentucky. The author wishes to thank Dr. Thomas J. Pace for his support and guidance in the creation of the manuscript.

33/3,AB/4 (Item 3 from file: 7) [Links](#)

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03482635 **Genuine Article#:** 324GM **Number of References:** 59

Title: Market-driven product and service design: Bridging the gap between customer needs, quality management, and customer satisfaction

Author(s): Herrmann A (REPRINT); Huber F; Braunstein C

Corporate Source: UNIV MAINZ,/D-55099 MAINZ//GERMANY/ (REPRINT)

Journal: INTERNATIONAL JOURNAL OF PRODUCTION ECONOMICS , 2000 , V 66 , N1 (JUN 5) , P 77-96

Publisher: ELSEVIER SCIENCE BV , PO BOX 211, 1000 AE AMSTERDAM, NETHERLANDS

Language: English **Document Type:** Article

Abstract: Bridging the gap between a firm's internal quality improvements and external measures of customer needs and satisfaction is an important yet complex translation process. The process has traditionally been studied within two very different domains. An external focus on customers has been the domain of marketers. Manufacturing and engineering-based approaches to quality management and improvement have traditionally taken a more internal, process improvement focus. Both areas have recognized the need to broaden their focus and bridge the gap between internal quality and external customers needs and satisfaction. This paper offers a framework to integrate these two domains. A case study is presented to demonstrate the usefulness of an integrated approach. (C) 2000 Elsevier Science B.V. All rights reserved.

33/3,AB/8 (Item 2 from file: 11) Links

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0002180533 2004-15733-003

Design dialogue groups as a source of innovation: Factors behind group creativity

Author: Bjorkman, Hans (Email: hans.bjorkman@sif.se)

Author Affiliation: Fenix Program, Stockholm School of Economics--Sweden

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hans.bjorkman@sif.se

Journal: Creativity & Innovation Management , Vol 13(2) , 97-108 , Jun , 2004

Book Publisher: Blackwell Publishing--United Kingdom--<http://www.blackwellpublishing.com>

Abstract: (journal abstract- Sif--a Swedish national trade union for white-collar workers in Industry--has recognized the importance of enhancing its service innovation processes through careful listening to its members. This article will discuss the Design Dialogue Group (DDG) methodology that has been developed through collaborative research between Sif and the Fenix Research Program, in order to enhance group creativity and organizational learning. The emphasis of this paper is restricted to the issue of enhancing group creativity, and literature and empirical data will be used in order to discuss the factors enabling and restraining creativity. The major assumption behind this study is that many factors behind group creativity can be controlled. Thus, a careful design of the group creativity process would increase the likelihood for success since measures to enhance creative behaviours and to avoid pitfalls can be planned and/or taken by a group moderator. In short, the aims of this study are twofold: (1) to relate prior research contributions to DDG experiences in order to augment our understanding concerning factors enhancing and threatening creativity in DDG settings and (2) to systematize these findings into a set of proposed design principles related to domain-relevant skills, creativity-related processes, and task motivation. These propositions concern the recruitment of participants, group characteristics, and group processes. (PsycINFO Database Record (c) 2005 APA, all rights reserved)

33/3,AB/18 (Item 12 from file: 11) **Links**

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0001774145 2001-01229-002

Means-end chains and laddering: An inventory of problems and an agenda for research

Author: Grunert, Klaus G.; Beckmann, Suzanne C.; Sorensen, Elin

Author Affiliation: Aarhus School of Business--Denmark

Book Source: Reynolds, Thomas J. (Ed); Olson, Jerry C. (Ed) ; Understanding consumer decision making: The means-end approach to marketing and advertising strategy.

, 63-90 , xvii , 447 , 2001

Book Publisher: Lawrence Erlbaum Associates, Publishers--Mahwah--NJ--US

Abstract: (chapter- Presents some of the issues regarded as unresolved in means-end and laddering approaches in consumer research and suggests research that could help in solving these problems. The major part of the chapter deals with methodological problems of the **interview** technique called laddering, of coding laddering data, and of analyzing the coded data by constructing hierarchical value maps. It is also shown that methodological and theoretical issues are linked: resolutions of methodological problems may require theoretical progress or clarification. Additionally, the chapter addresses the problem of validating the qualitative results from a laddering study using quantitative data collection techniques. (PsycINFO Database Record (c) 2004 APA, all rights reserved)

33/3,AB/19 (Item 13 from file: 11) [Links](#)

PsycINFO(R)

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0001774144 2001-01229-001

Laddering theory, method, analysis, and interpretation

Author: Reynolds, Thomas J.; Gutman, Jonathan

Book Source: Reynolds, Thomas J. (Ed); Olson, Jerry C. (Ed) ; Understanding consumer decision making: The means-end approach to marketing and advertising strategy. , 25-62 , xvii , 447 , 2001 .

Book Publisher: Lawrence Erlbaum Associates, Publishers--Mahwah--NJ--US

Abstract: (chapter- This chapter reviews and illustrates the technique of laddering both as an interviewing process and through subsequent analysis. It demonstrates the technique's usefulness in developing an understanding of how consumers translate the attributes of products into meaningful associations with respect to self-defining attitudes and values. The underlying theory behind the method, **means-end theory**, is discussed, as well as the elements of the means-end chains representing cognitive levels of abstraction: attributes, consequences, and values. The **interview** environment necessary for laddering to take place is give special attention, as well as the analysis of laddering data and the construction of a hierarchical value map. The use of this technique in developing useful information for marketing decision making is discussed, as well as applications in terms of perceptual segmentation, determining the importance weights of the various components of ladders, and developing and assessing advertising from this perspective. All of the application areas have in common that they depend on laddering's ability to draw out from the respondent the true basis for any meaningful connection they have to the product class. (PsycINFO Database Record (c) 2004 APA, all rights reserved)

? d s

Set	Items	Description
S1	691	S REFERENCE()INTERVIEW
S2	849625	S STEP? ?
S3	2503298	S RESPON?? OR ANSWER? ?
S4	162	S S1 AND S2 AND S3
S5	145	RD (unique items)
S6	1424569	S QUESTION???
S7	142	S S5 AND S6
S8	387726	S INVENTOR? ? OR INVENTION? ? OR INVENTING
S9	881714	S INTERVIEW??
S10	13710	S S8(S)S9
S11	121349	S S2 AND S3 AND S6
S12	367	S S10 AND S11
S13	306573	S INVENTOR? ?
S14	2333	S S9(5N)S13
S15	16	S S11(S)S14
S16	14	RD (unique items)
S17	23458	S S13 NOT INVENTORY
S18	125	S S9(5N)S17
S19	9	S S11 AND S18
S20	7	RD (unique items)
S21	73	S LADDER(3N)ABSTRACT???
S22	19	S S9 AND S21
S23	4	S S17 AND S21
S24	23	S S22 OR S23
S25	19	RD (unique items)
S26	150	S MEANS()END()(THEOR? OR ANALYS?)
S27	2	S S21 AND S26
S28	0	S S27 NOT S25
S29	39	S S9 AND S26
S30	0	S S17 AND S29
S31	39	S S29
S32	35	RD (unique items)
S33	33	S S32 NOT S25

; show files

[File 1] **ERIC** 1966-2004/Jul 21

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**File 1: Updates suspended by ERIC until Q3, 2005*

[File 7] **Social SciSearch(R)** 1972-2005/Aug W4

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[File 11] **PsycINFO(R)** 1887-2005/Jul W4

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**File 11: The IP is holding all August updates while they provide the annual reload. Updates should continue by mid September.*

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[File 47] **Gale Group Magazine DB(TM)** 1959-2005/Sep 01

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[File 88] **Gale Group Business A.R.T.S.** 1976-2005/Aug 31

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[File 49] **PAIS Int.** 1976-2005/Jul

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[File 94] **JICST-EPlus** 1985-2005/Jul W1

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[File 144] **Pascal** 1973-2005/Aug W3

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[File 171] **Criminal Justice Periodical Index** 1975-1998/Dec

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[File 482] **Newsweek** 2000-2005/Aug 29

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? logoff hold



STIC Search Report

EIC 2100

STIC Database Tracking Number: 164261

TO: Michael B Holmes
Location: RND 5A49
Art Unit : 2121
Friday, September 02, 2005

Case Serial Number: 09/781361

From: Geoffrey St. Leger
Location: EIC 2100
Randolph-4B31
Phone: 23450

geoffrey.stleger@uspto.gov

Search Notes

Dear Examiner Holmes,

Attached please find the results of your search request for application 09/781361. I searched Dialog's patent files, technical databases and general files.

Please let me know if you have any questions.

Regards,

Geoffrey St. Leger
4B31/x23540

File 347:JAPIO Nov 1976-2005/Apr(Updated 050801)

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File 350:Derwent WPIX 1963-2005/UD,UM &UP=200555

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Set	Items	Description
S1	296975	INVENTION? ?
S2	10267	IDEA OR IDEAS OR CONCEPT? ?
S3	1735215	STORY OR STORIES OR NOVEL? ? OR BOOK? ? OR SCRIPT? ? OR SC- REENPLAY? ? OR PLAY? ? OR MOVIE? ? OR FILM? ? OR MOTION() PICT- URE? ? OR SONG? ?
S4	45503	S1:S3(5N) (DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? - OR CONCEPTION OR CONCEIV??? OR GROW???)
S5	684506	S1:S3(5N) (CREAT??? OR PRODUC???? OR DESIGN??? OR CONSTRUCT- ??? OR BUILD??? OR CRAFT??? OR FORM? ? OR FORMED OR FORMING OR FORMATION)
S6	14720	QUESTION??? OR INTERVIEW???
S7	169	S4:S5 AND S6
S8	28	S7 AND AC=US/PR AND AY=(1970:2000)/PR
S9	44	S7 AND AC=US AND AY=(1970:2000)
S10	90	S7 AND PY=1970:2000
S11	106	S8:S10

11/5/8 (Item 8 from file: 347)
DIALOG(R)File 347:JAPIO
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05727857 **Image available**
BOOKS EDITING METHOD FOR SCHOLASTIC ABILITY TEST

PUB. NO.: 10-010957 [JP 10010957 A]
PUBLISHED: January 16, 1998 (19980116)
INVENTOR(s): MASAJI MITSUYUKI
APPLICANT(s): MASAJI MITSUYUKI [000000] (An Individual), JP (Japan)
APPL. NO.: 08-196892 [JP 96196892]
FILED: June 22, 1996 (19960622)
INTL CLASS: [6] G09B-003/06; B42D-015/00
JAPIO CLASS: 30.2 (MISCELLANEOUS GOODS -- Sports & Recreation); 30.1
(MISCELLANEOUS GOODS -- Office Supplies)

ABSTRACT

PROBLEM TO BE SOLVED: To provide a book by which a learner can save the troubles and time, and can continue the learning with concentration, by the edition by which a learner takes a test without the answers first, and then gets the answers in the next page when he turns one sheet (two pages) continued to the **questions**, and further the **book** has the **construction** that the **questions** and the answers can be simultaneously looked.
SOLUTION: The **questions** are presented on a left page in a book bound at left side and opened from left side, and on a right page in a book bound at right side and opened from right side, and the answers and the explanations are mentioned on the page continued through one sheet. The answers are covered at all times for the learner reading the **questions**, when the learner takes a test. The answers are automatically presented on the next page when the learner turns the continued one sheet (front and rear two pages), after the learner answers the **questions** by himself, so that the learner can get the correct answers. The page of the **questions** and that of the answers can be looked in one glance like the spread two pages when one sheet covering the answers is vertically stand to be positioned in parallel with the line of the nose of the learner.

11/5/15 (Item 15 from file: 347)
DIALOG(R)File 347:JAPIO
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04452218 **Image available**
METHOD AND DEVICE FOR SUPPORTING IDEA

PUB. NO.: 06-096118 [JP 6096118 A]
PUBLISHED: April 08, 1994 (19940408)
INVENTOR(s): TANAKA KAZUO
APPLICANT(s): NIPPON TELEGR & TELEPH CORP <NTT> [000422] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 04-240923 [JP 92240923]
FILED: September 09, 1992 (19920909)
INTL CLASS: [5] G06F-015/38; G06F-015/20; G06F-015/21
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications); 30.2
(MISCELLANEOUS GOODS -- Sports & Recreation)
JOURNAL: Section: P, Section No. 1767, Vol. 18, No. 365, Pg. 142, July 08, 1994 (19940708)

ABSTRACT

PURPOSE: To provide a method and a device for supporting **idea** so as to generate any **creative idea** by performing divergent thinking.

CONSTITUTION: A **question** describing text and a retrieving element considered to be most usefull for resolving a **question** are inputted to a text input device 1. A morpheme analyzer 4 performs morpheme analysis to

the **question** describing text and a full text extracted from an information data base on the retrieving element, and a clause relating-modification analyzer 5 extracts clause relating modification structure. A clause modification structure matching device 6 compares the partial clause modification structure of the full text extracted by the clause modification analyzer 5 with the partial clause modification structure of the **question** describing text, extracts correspondent phrase or partial clause relating-modification structure by similarity matching and displays the extracted contents on a display 7. The displayed contents contain a lot of terms applying the resolution to the **question** describing text.

11/5/20 (Item 20 from file: 347)
DIALOG(R) File 347:JAPIO
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03371128 **Image available**
CONCEPTION BACK-UP SYSTEM

PUB. NO.: 03-034028 [JP 3034028 A]
PUBLISHED: February 14, 1991 (19910214)
INVENTOR(s): ORIHARA RYOHEI
TAKAYANAGI KOJI
NAGAO KAZUE
APPLICANT(s): TOSHIBA CORP [000307] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 01-168696 [JP 89168696]
FILED: June 30, 1989 (19890630)
INTL CLASS: [5] G06F-009/44
JAPIO CLASS: 45.1 (INFORMATION PROCESSING -- Arithmetic Sequence Units)
JOURNAL: Section: P, Section No. 1196, Vol. 15, No. 169, Pg. 64, April
26, 1991 (19910426)

ABSTRACT

PURPOSE: To effectively back up the conception of the human being by collecting the knowledges necessary for the conception in a brainstorming form from each person and displaying these knowledges in a matrix.

CONSTITUTION: An electronic brainstorming mechanism 1 is prepared together with a knowledge base 2, a matrix display mechanism 3, an analogy mechanism 4, a 1st **question** production mechanism 5, a 2nd **question** production mechanism 6, and a knowledge acquiring mechanism 7. Then the knowledge of the human being is turned into a model consisting of an antecedent part (IF part) including the situation and its corresponding consequent part (THEN part). The generation of the antecedent part is regarded as the **conception** and the **concepts** necessary for the antecedent part are collected in a brainstorming **form**. These **concepts** are stored as knowledges and then displayed in a matrix. Thus the conception of the antecedent part effectively is urged to the human being.

11/5/34 (Item 2 from file: 350)
DIALOG(R) File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

016456559 **Image available**
WPI Acc No: 2004-614477/200459
Related WPI Acc No: 2001-060520; 2002-267469
XRPX Acc No: N04-485839

Content generation management system e.g. for advertisement,
presentations, receives contents from specific extranet users, generates
content leads and performs interviews of leads
Patent Assignee: DAVIDSON A L (DAVI-I); ZIFF S J (ZIFF-I)
Inventor: DAVIDSON A L; ZIFF S J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20040153466	A1	20040805	US 2000526700	A	20000315	200459 B
			US 2001851789	A	20010508	
			US 2004760093	A	20040115	

Priority Applications (No Type Date): US 2001851789 A 20010508; US

2000526700 A 20000315; US 2004760093 A 20040115

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20040153466	A1		91	G06F-007/00	CIP of application US 2000526700
					Cont of application US 2001851789
					CIP of patent US 6557013
					Cont of patent US 6697821

Abstract (Basic): US 20040153466 A1

NOVELTY - A server (22) that has a database to store data records containing content lead information and content information, receives contents for particular entity from specific extranet users. An administrator comprises lead generation system which generates content leads and performs **interviews** of leads and a writer generates the contents based on the received information, which is published by a publisher.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (1) web content generation management method;
- (2) computer system; and
- (3) content database.

USE - For managing **development** of contents such as **story**, article, advertisement, auditory content, radio spots, radio advertisements, radio presentation, electronic downloaded auditory content, audio visual content, news content, web contents, help contents used in online help system, used for applications such as press relation, marketing, e-marketing and advertisement.

ADVANTAGE - The speed quality control and accuracy of content generation are enhanced at reduced cost using an integrated circuit. The system is permits the user to work at different timing and different geographic locations, and enables the user to know about the status easily.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the content development management system.

pp; 91 DwgNo 1/28

Title Terms: CONTENT; GENERATE; MANAGEMENT; SYSTEM; ADVERTISE; PRESENT; RECEIVE; CONTENT; SPECIFIC; USER; GENERATE; CONTENT; LEAD; PERFORMANCE; LEAD

Derwent Class: T01

International Patent Class (Main): G06F-007/00

File Segment: EPI

11/5/38 (Item 6 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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015029134 **Image available**

WPI Acc No: 2003-089651/200308

XRPX Acc No: N03-070683

Business proposal evaluation method for systematic idea development, involves obtaining set of response information for predefined question set, and determining score for response information

Patent Assignee: NORTEL NETWORKS LTD (NELE)

Inventor: BLASKO K A; CRABTREE W B; O'DRISCOLL T M; WHITE L L

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6466928	B1	20021015	US 96777593	A	19961231	200308 B

Priority Applications (No Type Date): US 96777593 A 19961231

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6466928	B1	34	G06N-005/00		

Abstract (Basic): US 6466928 B1

NOVELTY - A set of predefined **questions** regarding the proposal, is presented and a set of response information is obtained. A score is determined from the response information set so as to determine whether the set meets predetermined minimum specifications. The score and the response information are output for evaluation.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for business proposal evaluation computer.

USE - For evaluating business proposal during systematic **idea development**, new **product** /service **development**.

ADVANTAGE - Enables users to **develop** and evaluate **idea** in a systematic and efficient manner in a structured format of qualifying, developing, rating and assessing automatically.

DESCRIPTION OF DRAWING(S) - The figure shows a flowchart illustrating the business proposal evaluation method.

pp; 34 DwgNo 3/22

Title Terms: BUSINESS; EVALUATE; METHOD; SYSTEMATIC; DEVELOP; OBTAIN; SET; RESPOND; INFORMATION; PREDEFINED; **QUESTION**; SET; DETERMINE; SCORE; RESPOND; INFORMATION

Derwent Class: T01

International Patent Class (Main): G06N-005/00

File Segment: EPI

11/5/39 (Item 7 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014697726 **Image available**
WPI Acc No: 2002-518430/200255
XRPX Acc No: N02-410318

Customer relationship management method in organization, involves collecting data from customer in form of response to script of questions generated for customers

Patent Assignee: ENTERACT LLC (ENTE-N)

Inventor: SHAPIRO B T; SHARPE A M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020059283	A1	20020516	US 2000242229	A	20001020	200255 B
			US 2001982057	A	20011018	

Priority Applications (No Type Date): US 2000242229 P 20001020; US 2001982057 A 20011018

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020059283	A1	21	G06F-007/00		Provisional application US 2000242229

Abstract (Basic): US 20020059283 A1

NOVELTY - A script (32) of **questions** to be responded by a customer, is generated by a script subsystem (58). Data is collected from the customer in the **form** of response to the **script**. The events are automatically scheduled based on the collected data.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Method of using a computer for customer relationship management; and

(2) Customer relationship management system.

USE - In Internet based customer relationship management system used by community groups, politician and organization including non-profit organization, public relation firm, marketing firm, law firm and school.

ADVANTAGE - Since highly customizable, interactive and iterative scripts are utilized to interact with existing and potential customers, effective future efforts are facilitated by organization to build relationship with customer.

DESCRIPTION OF DRAWING(S) - The figure shows a block diagram of customer relationship management system.

Script (32)

Script subsystem (58)

pp; 21 DwgNo 3/10

Title Terms: CUSTOMER; RELATED; MANAGEMENT; METHOD; ORGANISE; COLLECT; DATA ; CUSTOMER; FORM; RESPOND; SCRIPT; **QUESTION** ; GENERATE; CUSTOMER

Derwent Class: T01

International Patent Class (Main): G06F-007/00

File Segment: EPI

11/5/40 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014543440 **Image available**

WPI Acc No: 2002-364143/200240

Log book comprises several pages in form of journal, diary or question and answer document and is for use in two-part relationship between institution, workplace or authority represented by first person and number two person

Patent Assignee: EJLERS FORLAG APS CHRISTIAN (EJLE-N); APS EJLERS' FORLAG CHRISTIAN (ELJE-N)

Inventor: EJLERS C; LARSEN J B

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DK 9901018	A	20010114	DK 991018	A	19990713	200240 B
DK 173483	B	20001218	DK 991018	A	19990713	200240

Priority Applications (No Type Date): DK 991018 A 19990713

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
DK 9901018	A	14	B42D-001/00	
DK 173483	B		B42D-001/00	

Abstract (Basic): DK 9901018 A

NOVELTY - The log book comprises several pages in the form of a journal, diary or question and answer document and is for use in a two-part relationship between an institution, workplace or authority represented by a first person and a number two person. An essential part of the printed text is divided into two identical sections (2,3) divided by a weak line (1), enabling the log book to be divided into two identical parts for each of the two participants in its use. The two sections are provided with two or more holes (4), so that the logbook can be accommodated in a filing system.

USE - As a log book formed as a journal, diary or question and answer document, for use in two-part relationship between an institution, workplace or authority represented by a first person and a number two person.

ADVANTAGE - The logbook removes the disadvantages experienced with known arrangements, in that it is wholly maintained for the reader, from whom it can only be separated after the end of the instruction process.

DESCRIPTION OF DRAWING(S) - The figure is a plan view of a closed logbook seen from the front side.

weak line (1)
two sections (2,3)
holes (4)
pp; 14 DwgNo 1/5
Title Terms: LOG; BOOK; COMPRISE; PAGE; FORM; JOURNAL; DIARY; **QUESTION** ;
ANSWER; DOCUMENT; TWO; PART; RELATED; INSTITUTION; AUTHORISE; REPRESENT;
FIRST; PERSON; NUMBER; TWO; PERSON
Derwent Class: P76
International Patent Class (Main): B42D-001/00
File Segment: EngPI

11/5/43 (Item 11 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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014245382 **Image available**
WPI Acc No: 2002-066082/200209
Related WPI Acc No: 2001-489048; 2001-589723; 2002-040731; 2002-048894;
2002-121311; 2003-016281
XRPX Acc No: N02-049101
**Inventive concepts conception facilitation method for creating
provisional/utility patent applications, involves facilitating conception
of inventive elements using creative stimulus in iterative manner**
Patent Assignee: CRONIN J E (CRON-I)
Inventor: CRONIN J E
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20010049670	A1	20011206	US 2000179675	A	20000202	200209 B
			US 2000181459	A	20000210	
			US 2000181741	A	20000211	
			US 2000181816	A	20000211	
			US 2000181825	A	20000211	
			US 2001781361	A	20010212	

Priority Applications (No Type Date): US 2001781361 A 20010212; US
2000179675 P 20000202; US 2000181459 P 20000210; US 2000181741 P 20000211
; US 2000181816 P 20000211; US 2000181825 P 20000211

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20010049670	A1		11	G06F-015/18	Provisional application US 2000179675
					Provisional application US 2000181459
					Provisional application US 2000181741
					Provisional application US 2000181816
					Provisional application US 2000181825

Abstract (Basic): US 20010049670 A1
NOVELTY - An interviewer is interviewed to
identify/characterize basic invention . The conception of inventive
elements is facilitated using creative stimulus including how-type
questions relating to functioning of invention, in an iterative
manner.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
basic invention enhancement method.

USE - For facilitating creation of invention disclosure
documents, provisional patent application, utility patent application.

ADVANTAGE - Facilitates conception of administrative information
related to basic invention and enhances basic invention for possible
improvements or alternative uses.

DESCRIPTION OF DRAWING(S) - The figure shows the overall patent
application generation process.

pp; 11 DwgNo 1/3
Title Terms: CONCEPT; CONCEPTION; FACILITATE; METHOD; PROVISIONAL; UTILISE;

PATENT; APPLY; FACILITATE; CONCEPTION; ELEMENT; CREATION; STIMULUS;
ITERATIVE; MANNER
Derwent Class: T01
International Patent Class (Main): G06F-015/18
File Segment: EPI

11/5/47 (Item 15 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014105509 **Image available**
WPI Acc No: 2001-589723/200166
Related WPI Acc No: 2001-489048; 2002-040731; 2002-048894; 2002-066082;
2002-121311
XRPX Acc No: N01-439287

Facilitating conception by one or more persons of one or more potentially inventions that may be patented in targeted area by facilitating definition of one or more elements of basic invention

Patent Assignee: IPCAPITAL GROUP INC (IPCA-N)
Inventor: CRONIN J
Number of Countries: 094 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200159678	A2	20010816	WO 2001US4473	A	20010212	200166 B
AU 200138161	A	20010820	AU 200138161	A	20010212	200175

Priority Applications (No Type Date): US 2000181825 P 20000211; US
2000181459 P 20000210; US 2000181741 P 20000211; US 2000181816 P 20000211
Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 200159678	A2	E 100	G06F-017/60	
Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW				
AU 200138161	A		G06F-017/60	Based on patent WO 200159678

Abstract (Basic): WO 200159678 A2

NOVELTY - An inventor is interviewed to identify or otherwise characterize a basic invention. Conception of inventive elements is facilitated using creative stimuli comprising how-type questions relating to the functioning of the invention identified for repeating such procedure. Drawing of a diagram may be produced along with definition of one or more elements of the basic invention and defining the problems to be solved by the basic invention.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for:
(a) a system for facilitating conception of inventions in a directed manner

USE - For facilitating conception by one or more persons of one or more potentially inventions that may be patented in a targeted area, such as a specific technology field or market space.

ADVANTAGE - Provides a novel interview process for eliciting disclosure and/or conception of inventive information from an individual or group, enhancing an invention through structured interview techniques, and documenting the output of the invention interview in order to accurately and comprehensively define the potential intellectual property space occupied by the invention covers, and to facilitate the creation of an invention disclosure document, provisional patent application, or utility patent application. Permits an organization to fully benefit from the inventive capacity of its personnel resources, including its employees, outside contractors and others associated with the organization.

Facilitates the **conception** of **inventions** in targeted areas, such as targeted market areas or targeted technology areas.

DESCRIPTION OF DRAWING(S) - The drawing shows a flowchart diagram illustrating steps of one embodiment of the present invention.

pp; 100 DwgNo 16/26

Title Terms: FACILITATE; CONCEPTION; ONE; MORE; PERSON; ONE; MORE; POTENTIALLY; PATENT; AREA; FACILITATE; DEFINE; ONE; MORE; ELEMENT; BASIC; INVENTION

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/52 (Item 20 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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013514600 **Image available**

WPI Acc No: 2000-686546/ 200067

XRPX Acc No: N00-507597

Prediction of reaction to target concept, involves rating target concept using selected archetype and predicting subjective reaction to target concept by input of objective rating into developed mathematical model

Patent Assignee: SAUNDERS INT RICHARD (SAUN-N); HALL D B (HALL-I); STAMP J A (STAM-I); STORMANN C R (STOR-I)

Inventor: HALL D B; STAMP J A; STORMANN C R

Number of Countries: 091 Number of Patents: 010

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200045317	A2	20000803	WO 2000US2195	A	20000127	200067 B
AU 200033526	A	20000818	AU 200033526	A	20000127	200067
KR 2001101736	A	20011114	KR 2001709436	A	20010726	200230
BR 200007786	A	20020507	BR 20007786	A	20000127	200238
			WO 2000US2195	A	20000127	
EP 1228457	A2	20020807	EP 2000911664	A	20000127	200259
			WO 2000US2195	A	20000127	
ZA 200106157	A	20020828	ZA 20016157	A	20010726	200264
JP 2003524221	W	20030812	JP 2000596505	A	20000127	200355
			WO 2000US2195	A	20000127	
US 20030225786	A1	20031204	US 99117413	P	19990127	200380
			US 2000492588	A	20000127	
			US 2002314084	A	20021206	
MX 2001007653	A1	20030601	WO 2000US2195	A	20000127	200417
			MX 20017653	A	20010727	
AU 780078	B2	20050224	AU 200033526	A	20000127	200520

Priority Applications (No Type Date): US 99117413 P 19990127; US 2000492588

A 20000127; US 2002314084 A 20021206

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200045317 A2 E 37 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200033526 A Based on patent WO 200045317

KR 2001101736 A G06F-017/60

BR 200007786 A G06F-017/60 Based on patent WO 200045317

EP 1228457 A2 E G06F-017/60 Based on patent WO 200045317

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

ZA 200106157 A 47 G06F-000/00

JP 2003524221 W 41 G06F-017/60 Based on patent WO 200045317

US 20030225786 A1 G06F-017/00 Provisional application US 99117413

MX 2001007653 A1 G06F-017/60 Cont of application US 2000492588
AU 780078 B2 G06F-017/60 Based on patent WO 200045317
 Previous Publ. patent AU 200033526
 Based on patent WO 200045317

Abstract (Basic): WO 200045317 A2

NOVELTY - A database of customer responses to **questions** on target concepts is provided. The target concepts are rated based on certain selected archetype. A mathematical model defining relation between customer's response and archetype is **developed**. Objective ratings of **concept** is generated based on archetype. Subjective reaction to target concept is predicted by input of its objective rating into developed model.

DETAILED DESCRIPTION - Subjective reaction elicits response related to consumer likeability, consumer interest, consumer purchase potential, consumer perception, consumer confidence, consumer recall, consumer expectation and voter response to political candidates. The mathematical model is generated using standard univariate, bivariate, and multivariate statistical methods, neural network, fuzzy logic, genetic algorithm, cross tabulation, t-test, ANOVA, correlation matrix, regression, factor analysis and structural equation modeling. Prediction of subjective reaction is followed by judging relative potential success of target **concept** and **developing** and applying action criteria, based on archetype and relative potential success of target **concept**. Further guidance is provided to **developers** of target **concept** on how to enhance the target concept.

USE - For predicting individual or group reaction to **concepts** such as **development** of new **product**, political management, education, legal system, retail grocery industry or corporation etc.

ADVANTAGE - The data collection and analysis is performed with increased speed. New **ideas** are evaluated and forecasts are **created** within minutes. Additional intelligence which can be derived from a set of collected customer data allows managers to identify and validate business judgment as well as to identify emotional, motivational and aspirational archetype drivers. Significant cost savings is realized on removing customers component from listing process. Provides increased security in the development of new **products** and services by evaluating proprietary **concepts** without the necessity of exposing them to public.

DESCRIPTION OF DRAWING(S) - The figure shows the flow diagram depicting sequence of steps in accordance with the method of simulating human response to stimulus.

pp; 37 DwgNo 1/1

Title Terms: PREDICT; REACT; TARGET; CONCEPT; RATING; TARGET; CONCEPT; SELECT; PREDICT; SUBJECT; REACT; TARGET; CONCEPT; INPUT; OBJECTIVE; RATING; DEVELOP; MATHEMATICAL; MODEL

Derwent Class: T01

International Patent Class (Main): G06F-000/00; G06F-017/00; G06F-017/60

International Patent Class (Additional): G06F-007/00

File Segment: EPI

11/5/57 (Item 25 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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012800794 **Image available**

WPI Acc No: 1999-607024/ 199952

XRPX Acc No: N99-448082

Script production system for computer telephony integrated systems used in e.g. investigation service, market research - displays questions related to specific campaign on computer display screen, receives corresponding answers from users and stores questions and answers on

script data file

Patent Assignee: TOSHIBA ENG KK (TOSB); TOSHIBA KK (TOKE); TOSHIBA
SYSTEM KAIHATSU KK (TOSH-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 11266306	A	19990928	JP 9865762	A	19980316	199952 B

Priority Applications (No Type Date): JP 9865762 A 19980316

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 11266306	A	24	H04M-003/42	

Abstract (Basic): JP 11266306 A

NOVELTY - A **question** generator (2) generates various **questions** such as age, sex, location, etc, related to specific investigation campaign and displays them on computer screen. Corresponding reply screen is also displayed, in which the user enters the answers. The **questions** and their corresponding replies for each screen, are stored in a script data file (14).

USE - For computer telephony integrated (CTI) systems in e.g. investigation service, market research.

ADVANTAGE - Enables simple interactive **question** and replay process using computer display screen and thus enables user to operate easily without knowledge of programming skills, data structure, etc. Reduces memory capacity required for CTI system. DESCRIPTION OF DRAWING(S) - The diagram shows the block diagram of components of CTI system. (2) **Question** generator; (14) Script data file.

Dwg.1/35

Title Terms: SCRIPT; PRODUCE; SYSTEM; COMPUTER; TELEPHONE; INTEGRATE;
SYSTEM; INVESTIGATE; SERVICE; MARKET; RESEARCH; DISPLAY; **QUESTION** ;
RELATED; SPECIFIC; CAMPAIGN; COMPUTER; DISPLAY; SCREEN; RECEIVE;
CORRESPOND; ANSWER; USER; STORAGE; **QUESTION** ; ANSWER; SCRIPT; DATA; FILE

Derwent Class: T01; W01

International Patent Class (Main): H04M-003/42

International Patent Class (Additional): G06F-003/16; G06F-017/00;
H04M-003/60

File Segment: EPI

11/5/75 (Item 43 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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009230124 **Image available**

WPI Acc No: 1992-357546/ 199243

XRFX Acc No: N92-272481

**Interactive system for providing assistance w.r.t. development ,
selection and evaluation of ideas and concepts - comprises database
having question bank portion which requests information on user
objective and idea-bank portion of words and phrases to stimulate user**

Patent Assignee: FISHER IDEA SYSTEMS (FISH-N)

Inventor: BUFALINI J; FISHER J; FISHER M D; ROBBIN A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5153830	A	19921006	US 89379440	A	19890712	199243 B

Priority Applications (No Type Date): US 89379440 A 19890712

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 5153830	A	9	G06F-007/00	

Abstract (Basic): US 5153830 A

The computerised aid to creativity and problem solving to help

speed up the creative process using an interactive database comprised of two major parts, or functions. The first part is a database of several thousand **questions** for clarifying the task, modifying ideas, and evaluating goals, ideas, and outcomes. The second part is a database of more than 60,000 words and phrases expressing the shared concepts of a particular culture, namely American, and more than 650,000 idea associations to which any number of the user's personal, idiosyncratic connections can be added.

The invention utilises principles of association, memory retrieval, and analogical reasoning. Whether taken literally or as figures of speech, the two databases prompt a user to make his or her own connections by reminding the user of thoughts, feelings, experiences, facts and images stored so deeply in memory that they normally cannot be retrieved at will. When the user comes up with his own associations, the invention allows these associations to be added to those already present.

USE/ADVANTAGE - For aiding **creative** process and enhancing stimulation of **ideas** to user.

Dwg.1/2

Title Terms: INTERACT; SYSTEM; ASSIST; DEVELOP; SELECT; EVALUATE; CONCEPT; COMPRISE; DATABASE; **QUESTION** ; BANK; PORTION; REQUEST; INFORMATION; USER ; OBJECTIVE; BANK; PORTION; WORD; PHRASE; STIMULATING; USER

Derwent Class: T01

International Patent Class (Main): G06F-007/00

File Segment: EPI

11/5/88 (Item 56 from file: 350)
DIALOG(R) File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

008075000 **Image available**

WPI Acc No: 1989-340112/ 198946

XRPX Acc No: N89-258881

Evaluating consumer choice through concept testing - using multi-attribute evaluation through consumer interviews to identify clusters as purchase decision factors

Patent Assignee: IMAGE ENG INC (IMAG-N)

Inventor: SACK M C

Number of Countries: 011 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 8910598	A	19891102				198946 B
US 5124911	A	19920623	US 88181800	A	19880415	199228

Priority Applications (No Type Date): US 88181800 A 19880415

Cited Patents: 11Jnl.Ref

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 8910598	A	E		

Designated States (Regional): AT BE CH DE FR GB IT LU NL SE
US 5124911 A 9 G06F-015/36

Abstract (Basic): WO 8910598 A

A model of consumer choice is based upon multi-attribute (between 30 and 50) evaluations of both **concepts** and existing **products**, not only identifying relative appeal of alternative products but also relative importance of each criterion used in the choice. Concepts to be tested are generated using a systematic, qualitative approach and product benefits are identified from consumer **interviews** in terms of rational and non-rational attributes, grouped by independence factor analysis into clusters. Clusters represent underlying factors of consumer purchase decision.

USE - Evaluating consumer choice. (28pp Dwg.No.1/3

File 275:Gale Group Computer DB(TM) 1983-2005/Sep 02
(c) 2005 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Sep 02
(c) 2005 The Gale Group
File 636:Gale Group Newsletter DB(TM) 1987-2005/Sep 02
(c) 2005 The Gale Group
File 16:Gale Group PROMT(R) 1990-2005/Sep 02
(c) 2005 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2005/Sep 02
(c)2005 The Gale Group
File 624:McGraw-Hill Publications 1985-2005/Sep 02
(c) 2005 McGraw-Hill Co. Inc
File 15:ABI/Inform(R) 1971-2005/Sep 01
(c) 2005 ProQuest Info&Learning
File 647:CMP Computer Fulltext 1988-2005/Aug W2
(c) 2005 CMP Media, LLC
File 674:Computer News Fulltext 1989-2005/Aug W4
(c) 2005 IDG Communications
File 696:DIALOG Telecom. Newsletters 1995-2005/Sep 01
(c) 2005 Dialog
File 369:New Scientist 1994-2005/Jun W2
(c) 2005 Reed Business Information Ltd.
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 610:Business Wire 1999-2005/Sep 02
(c) 2005 Business Wire.
File 613:PR Newswire 1999-2005/Sep 02
(c) 2005 PR Newswire Association Inc

Set	Items	Description
S1	111794	INVENTION? ?
S2	2753566	IDEA OR IDEAS OR CONCEPT? ?
S3	95874	(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? OR CONCEPTION OR CONCEIV??? OR GROW???) (3W) S1:S2
S4	2610730	QUESTION???
S5	2084	S3(50N)S4
S6	531	S3(50N)S4(50N) (AUTHOR? ? OR WRITER? ? OR SCREENWRITER? ? OR CREATOR? ? OR INVENTOR? ? OR DIRECTOR? ? OR PRODUCER? ? OR NOVELIST? ? OR PLAYWRIGHT? ?)
S7	513248	S4(30N) (HOW OR WHY)
S8	122	S3(50N)S7(50N) (AUTHOR? ? OR WRITER? ? OR SCREENWRITER? ? OR CREATOR? ? OR INVENTOR? ? OR DIRECTOR? ? OR PRODUCER? ? OR NOVELIST? ? OR PLAYWRIGHT? ?)
S9	99	RD (unique items)
S10	75	S9 NOT PY=2001:2005

10/3,K/1 (Item 1 from file: 275)
DIALOG(R) File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01529759 SUPPLIER NUMBER: 12488260 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Reeling in the IdeaFisher. (Fisher Idea Systems Inc.'s IdeaFisher decision support software) (includes related article summarizing the products rating) (Reviews) (Software Review) (Evaluation)
Bishop, Philip
MacWEEK, v6, n30, p52(1)
August 17, 1992
DOCUMENT TYPE: Evaluation ISSN: 0892-8118 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1249 LINE COUNT: 00097

... two manuals provide a helpful introduction to the philosophy behind the program, as well as advice on **how** to get the most out of it.

You can further customize IdeaFisher by purchasing add-on modules, which add new **questions** to QBank. The Strategic Planning Module (\$99) adds 700 **questions** designed to help a company develop a business plan. The Presentation Planning Module (\$79) contains more than...

...to speak before a group.

Conclusions. We consider IdeaFisher an excellent tool for "idea people," particularly creative writers, **developers** seeking **ideas** for a new product or product name, and planners needing ideas for corporate and other strategies. Despite...

10/3,K/5 (Item 1 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

04768640 Supplier Number: 64914793 (USE FORMAT 7 FOR FULLTEXT)
Execute or bust - new advice helps Internet businesses to achieve success behind the screens.
M2 Presswire, pNA
Sept 1, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1719

... now there has been a lack of easily-accessible advice about which are the crucial business processes, **how** they should be structured and what they must deliver to maximise the chances of profitability.

Solutions to these **questions** are ...for executives and decision-makers to navigate their way towards sustained success in the eEconomy.

The book **develops ideas** from Peter Keen's 1997 business best-seller, 'The Process Edge'. With co- **author** Mark McDonald, a partner at Andersen Consulting, he analyses the experience of more than 80 internet companies...

10/3,K/6 (Item 2 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

04589782 Supplier Number: 59953178 (USE FORMAT 7 FOR FULLTEXT)
Opportunity Knocks for AccountingWEB.co.uk; Got a good business idea? You can now ask 70,000 professionals for help!
M2 Presswire, pNA
March 8, 2000
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade

Word Count: 550

... latest service designed to provide the next generation of 'budding Bransons' and 'dedicated Dysons' with ideas on **how** to get their ideas off and running.

The service, appropriately called 'Opportunity Knocks', enables those who have any manner of business idea or **question** to access the thoughts and suggestions of AccountingWEB's 70,000 active members. Questions posted, since it a request for 'next steps' suggestions for **developing** an idea to revolutionise road safety.

Ben Heald, Sift's **Director** of Communities, said: "This is the area on AccountingWEB.co.uk where you post opportunities that you...

10/3,K/9 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08591613 Supplier Number: 65241801 (USE FORMAT 7 FOR FULLTEXT)
New products scale up from concept to commercialization.
Kramer, Franklin
Food Processing, v61, n8, p120
August, 2000
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1665

... a timely manner.
* Provide earnings that meet company project requirements.
Scale-up steps and expected results
The **question** now becomes, **how** to start and scale up to a commercial facility. Rather than describe in detail where new product...

...s say that a concept for a new product was brought to the attention of the marketing **director**, who wants to see the product developed with the appropriate package. The "concept idea" is passed on to the benchtop technologist, who **develops** " **concept** samples" for preliminary management agreement to proceed further.

Because of the complex physical and chemical properties of...

10/3,K/45 (Item 25 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

02007486 SUPPLIER NUMBER: 03253008
'Eureka.' But What Do You Do Next?
Rock, A.
Money, v13, p136-143.
May, 1984
LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

...ABSTRACT: wishes to protect what they have invented. Even after these steps are taken, there are still the **questions** of **how** to manufacture and sell the device - here the **inventor** has two options, they can go to an established firm, or try to market the product on...

...Whether you market the product yourself, or sell the idea to a company, protecting what you have **conceived**, and seeing an **idea** to its logical conclusion is what it is all about.

10/3,K/55 (Item 8 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01830638 04-81629

The creative process: The effects of group memory on individual idea generation

Satzinger, John W; Garfield, Monica J; Nagasundaram, Murli

Journal of Management Information Systems: JMIS v15n4 PP: 143-160 Spring 1999

ISSN: 0742-1222 JRNL CODE: JMI

WORD COUNT: 7324

...TEXT: of ideas a corporation wishes to generate when using a GSS. Although this study sheds light on **how** the exposure to specific types of ideas affects the ideas generated by an individual, it also opens the door to additional research **questions**. As corporations continue to explore the impact of the creative process on the **development** of future **ideas**, more research will be necessary to understand just **how** the creative energies of individuals can be further dampened or amplified in order to meet their goals.

Footnote:

NOTES

Footnote:

Acknowledgment: The **authors** thank Phillip Ein-Dor for his insights about using a simulator for GSS research. The **authors** also thank Alan Dennis, Traci Carte, Barbara Haley, Edward Walker, Bill Henniger, and Jay Aronson for their...

10/3,K/56 (Item 9 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

01795507 04-46498

Think BIG!

Clarke, Robyn D

Black Enterprise v29n9 PP: 132 Apr 1999

ISSN: 0006-4165 JRNL CODE: BEN

WORD COUNT: 432

...TEXT: works, it becomes hard for us to consider alternate ideas," says Michael Michalko, a creativity expert and **author** of Cracking Creativity: The Secrets of Creative Genius (Ten Speed Press, \$24.95). "We tend to **develop** narrow **ideas** about what will work or what can be done, and stick with it until proven wrong."

Nevertheless...

...develop a new way of reasoning. Michalko offers some tips to help you expand your thinking:

Know **how** to see. Challenge yourself to look beyond the obvious and consider other perspectives. Take, for example, the **question**, "What do a dog, cat and fox have in common?" Most people would only answer that they...

10/3,K/59 (Item 12 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01742010 03-93000

Employee Suggestion Systems: Boosting Productivity and Profits

Polzin, Michael J

Human Resource Planning v21n3 PP: 49-50 1998
ISSN: 0199-8986 JRNL CODE: HRP
WORD COUNT: 1687

...TEXT: for evaluating ideas, the appeals procedure, and so on.

In the first portion of the book, the **authors** make a good case for ESSs by citing the benefits for organizations, customers, investors, and employees, and...

...of other types of organizational change initiatives, both less as well as more transformative, which leaves the **question** "Is this the right program for this organization at this time?" unasked.

The **authors** do point out **how** the **development** of **ideas** can be stunted in organizations that have developed habits of negativity over the years. Comments such as...

File 8: Ei Compendex(R) 1970-2005/Aug W3
 (c) 2005 Elsevier Eng. Info. Inc.
 File 35: Dissertation Abs Online 1861-2005/Aug
 (c) 2005 ProQuest Info&Learning
 File 65: Inside Conferences 1993-2005/Aug W4
 (c) 2005 BLDSC all rts. reserv.
 File 2: INSPEC 1969-2005/Aug W3
 (c) 2005 Institution of Electrical Engineers
 File 94: JICST-EPlus 1985-2005/Jul W1
 (c) 2005 Japan Science and Tech Corp(JST)
 File 6: NTIS 1964-2005/Aug W3
 (c) 2005 NTIS, Intl Cpyrght All Rights Res
 File 144: Pascal 1973-2005/Aug W3
 (c) 2005 INIST/CNRS
 File 434: SciSearch(R) Cited Ref Sci 1974-1989/Dec
 (c) 1998 Inst for Sci Info
 File 34: SciSearch(R) Cited Ref Sci 1990-2005/Aug W4
 (c) 2005 Inst for Sci Info
 File 99: Wilson Appl. Sci & Tech Abs 1983-2005/Jul
 (c) 2005 The HW Wilson Co.
 File 266: FEDRIP 2005/Jun
 Comp & dist by NTIS, Intl Copyright All Rights Res
 File 95: TEME-Technology & Management 1989-2005/Jul W4
 (c) 2005 FIZ TECHNIK
 File 583: Gale Group Globalbase(TM) 1986-2002/Dec 13
 (c) 2002 The Gale Group
 File 483: Newspaper Abs Daily 1986-2005/Aug 31
 (c) 2005 ProQuest Info&Learning
 File 256: TecInfoSource 82-2005/Aug
 (c) 2005 Info.Sources Inc

Set	Items	Description
S1	74087	INVENTION? ?
S2	1613817	IDEA OR IDEAS OR CONCEPT? ?
S3	5489814	STORY OR STORIES OR NOVEL? ? OR BOOK? ? OR SCRIPT? ? OR SC- REENPLAY? ? OR PLAY? ? OR MOVIE? ? OR FILM? ? OR MOTION() PICT- URE? ? OR SONG? ?
S4	542650	S1:S3(5N) (DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? - OR CONCEPTION OR CONCEIV??? OR GROW???)
S5	611562	S1:S3(5N) (CREAT??? OR PRODUC???? OR DESIGN??? OR CONSTRUCT- ??? OR BUILD??? OR CRAFT??? OR FORM? ? OR FORMED OR FORMING OR FORMATION)
S6	1132558	QUESTION??? OR INTERVIEW???
S7	25459	S4:S5 AND S6
S8	13305	S1:S2 AND S7
S9	109385	S1:S2(5N) (DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? - OR CONCEPTION OR CONCEIV??? OR GROW???)
S10	6208	S9 AND S6
S11	2533	S9 AND QUESTIONS
S12	40937	(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? OR CONCEP- TION OR CONCEIV??? OR GROW???) (3W) S1:S2
S13	1038	S12 AND QUESTIONS
S14	17	S13 AND INVENTION? ?
S15	15	RD (unique items)
S16	319	S13 AND (SOFTWARE OR PROGRAM OR APPLICATION OR ELECTRONIC? OR COMPUTER? OR PC)
S17	251	S16 NOT PY=2001:2005
S18	49	S17 AND (AUTHOR? ? OR WRITER? ? OR SCREENWRITER? ? OR CREA- TOR? ? OR INVENTOR? ? OR DIRECTOR? ? OR PRODUCER? ? OR NOVELI- ST? ? OR PLAYWRIGHT? ?)
S19	47	RD (unique items)

15/5/12 (Item 2 from file: 6)

DIALOG(R)File 6:NTIS

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0464220 NTIS Accession Number: COM-74-50927/4/XAB

Patents and Inventions : An Information Aid for Inventors

Patent Office, Washington, D.C.

Corp. Source Codes: 387817

Report No.: PAT-010.1-7002

Apr 68 26p

Document Type: Patent

Journal Announcement: GRAI7424

Library of Congress Catalog Card no. 64-65511.

Paper copy available from GPO \$0.40 as C21.2:P27/10/968.

NTIS Prices: Not available NTIS

The document is a step-by-step guide to help the inventor decide whether to apply for a patent, obtain patent protection, and promote his **invention**. An explanation of the patent search, guidelines for preparing the patent application, an outline of the types of action taken by the Patent Office on a patent application, suggestions on marketing and **developing** an **invention**, and answers to **questions** frequently asked about patents are included.

Descriptors: *Patents; * **Inventions** ; *Patent applications; Manuals

Identifiers: NTISCOMPAT

Section Headings: 88B (Library and Information Sciences--Information Systems)

? t/5/15

15/5/15 (Item 2 from file: 483)

DIALOG(R)File 483:Newspaper Abs Daily

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06535433 SUPPLIER NUMBER: 76989285

Thingamajigs Unleash Kids' Creativity; Regional Convention Nurtures Inventions

Schmadeke, Steve

Washington Post, p B.3

Aug 3, 2001

ISSN: 0190-8286

NEWSPAPER CODE: TWP

DOCUMENT TYPE: News; Newspaper article

LANGUAGE: English

RECORD TYPE: ABSTRACT

ABSTRACT: The brothers were among more than 2,000 children who gathered yesterday at the Showplace Arena in Upper Marlboro to show off **inventions** at the Metropolitan Washington YMCA's seventh annual Thingamajig **Invention** Convention. Their mission was to invent something by themselves or with one other child that costs less than \$20. About 400 **inventions** were on display. At the competition yesterday, judges clustered around display tables, listening and asking **questions** as the children presented their **inventions** and described the creative process behind them. The judges measured creativity, individuality and detail of **inventions** in nine categories, and most said they also judged how hard the children appeared to have worked. A day before the judging, Shelby Totten worked at the Bowie YMCA, putting the finishing touches on her duct-tape purse by gluing on red plastic hearts and butterflies cut out of paper. Next to her, Denzel Morrow labored over a red bandanna steeped in symbolism.

File 348:EUROPEAN PATENTS 1978-2005/Aug W03

(c) 2005 European Patent Office

File 349:PCT FULLTEXT 1979-2005/UB=20050825,UT=20050818

(c) 2005 WIPO/Univentio

Set	Items	Description
S1	1816137	INVENTION? ?
S2	202263	IDEA OR IDEAS OR CONCEPT? ?
S3	721380	STORY OR STORIES OR NOVEL? ? OR BOOK? ? OR SCRIPT? ? OR SC- REENPLAY? ? OR PLAY? ? OR MOVIE? ? OR FILM? ? OR MOTION() PICT- URE? ? OR SONG? ?
S4	145428	S1:S3(5N) (DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? - OR CONCEPTION OR CONCEIV??? OR GROW???)
S5	828152	S1:S3(5N) (CREAT??? OR PRODUC???? OR DESIGN??? OR CONSTRUCT- ??? OR BUILD??? OR CRAFT??? OR FORM? ? OR FORMED OR FORMING OR FORMATION)
S6	116488	QUESTION??? OR INTERVIEW???
S7	4762	S4:S5(50N)S6
S8	763	S7 AND IC=G06F
S9	1307	S1:S2(50N)S4:S5(50N)S6 AND IC=G06F
S10	120	S4:S5/TI,AB AND S9
S11	73	S8 AND S4:S5/TI,AB
S12	30	S11 AND AC=US/PR AND AY=(1970:2000)/PR
S13	30	S11 AND AC=US AND AY=1970:2000
S14	21	S11 AND PY=1970:2000
S15	37	S12:S14
S16	28804	PRODUCT? ?(5N) (DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTE- R??? OR CONCEPTION OR CONCEIV??? OR GROW???)
S17	354	S16(50N)S6
S18	10	S16/TI,AB AND S17

15/3,K/1 (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2005 European Patent Office. All rts. reserv.

01278484

A method of optimizing a design project
Verfahren zur Optimierung eines Entwurfprojektes
Procede pour l'optimisation d'un projet de conception

PATENT ASSIGNEE:

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PATENT (CC, No, Kind, Date): EP 1100007 A2 010516 (Basic)
EP 1100007 A3 011205

APPLICATION (CC, No, Date): EP 2000306797 000809;

PRIORITY (CC, No, Date): US 373547 990813

DESIGNATED STATES: DE; FI; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-009/44 ; G06F-017/50

ABSTRACT WORD COUNT: 173

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200120	776
SPEC A	(English)	200120	3393
Total word count - document A			4169
Total word count - document B			0
Total word count - documents A + B			4169

INTERNATIONAL PATENT CLASS: G06F-009/44 ...

... G06F-017/50

...ABSTRACT A2

A method of optimizing a **design concept** from proposed multiple **concepts** for a project having initially identified technical issues (14). Each concept includes generalized technical specifications addressing the technical issues and specific design features (15) meeting overall project specifications. For each **design concept**, a critical-to-quality value is determined for each technical specification addressing the technical issue by weighting...

...the relative importance of each technical specification in meeting the initially identified project technical issues. For each **design concept**, a technical merit value for each design feature addressing each technical specification is determined by combining the...

...meet the overall project technical issues. The summed technical merit values are compared to derive an optimized **design concept**.

...SPECIFICATION Referring to Figure 1 as a representative example of the methodology of a preferred embodiment of the **invention**, a set of generalized initial **design** requirements or technical issues 14, are identified by a proponent of the project, e.g., a customer...

...for each required generalized design requirement or technical issue.
That is to say, the customer answers the **question** how important is an initially identified requirement or technical issue relative to other initial requirements or issues...

15/3,K/3 (Item 3 from file: 348)
DIALOG(R) File 348:EUROPEAN PATENTS
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00855553

Intelligent CAD method embedding product performance knowledge
Intelligentes CAD-Verfahren, das Leistungswerte von Produkten miteinbezieht
Methode de CAO intelligente comprenant des connaissances relatives aux
performances du produit

PATENT ASSIGNEE:

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FR\ (Proprietor designated states: , FR)
FORD-WERKE AKTIENGESSELLSCHAFT, (476352), Werk Koln-Niehl, Henry Ford
Strasse, 50735 Koln, DE\ (Proprietor designated states: , DE)

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PATENT (CC, No, Kind, Date): EP 789310 A2 970813 (Basic)
EP 789310 A3 970917
EP 789310 B1 010530

APPLICATION (CC, No, Date): EP 96306929 960924;

PRIORITY (CC, No, Date): US 538925 951004

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: G06F-017/50 ; G06T-017/40

ABSTRACT WORD COUNT: 139

NOTE:

Figure number on first page: 2

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	199708W2	254
CLAIMS B	(English)	200122	267
CLAIMS B	(German)	200122	270
CLAIMS B	(French)	200122	337
SPEC A	(English)	199708W2	2332
SPEC B	(English)	200122	2427
Total word count - document A			2586
Total word count - document B			3301
Total word count - documents A + B			5887

INTERNATIONAL PATENT CLASS: G06F-017/50 ...

...ABSTRACT and techniques, and (ii) machine generated information and rules; (b) processing the gathered data by instructions to **produce** processed knowledge containing **script** without a **product** or part **design** ; (c) recursively editing the processed knowledge to continuously improve the **script** to **form** an executable part **design** , such processing being carried out by inputting into the editing process at least one of (i) recently...

...SPECIFICATION a storage system, a separate software product performs as an interface to the design process and asks **questions** of the designer who is the storehouse of information; the process then draws a design

from known...

...based upon such additional information to create only an initial design from known components.

None of these **concepts** integrate updated **product** performance knowledge or specifications into the design development process to morphically and recursively change the design. The...

...SPECIFICATION a storage system, a separate software product performs as an interface to the design process and asks **questions** of the designer who is the storehouse of information; the process then draws a design from known...

...based upon such additional information to create only an initial design from known components.

None of these **concepts** integrate updated **product** performance knowledge or specifications into the design development process to morphically and recursively change the design. The...

15/3,K/7 (Item 7 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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00351246

Device for supporting document preparation.

Dokumentenvorbereitungsapparat.

Appareil de preparation de documents.

PATENT ASSIGNEE:

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Kanza, Hiroyuki, 1-2-3-204, Kabutodai Kizu-cho, Soraku-gun Kyoto, (JP)
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PATENT (CC, No, Kind, Date): EP 361366 A2 900404 (Basic)
EP 361366 A3 921223

APPLICATION (CC, No, Date): EP 89117686 890925;

PRIORITY (CC, No, Date): JP 88241298 880926

DESIGNATED STATES: DE; GB

INTERNATIONAL PATENT CLASS: G06F-015/20

ABSTRACT WORD COUNT: 232

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPABF1	461
SPEC A	(English)	EPABF1	5494
Total word count - document A			5955
Total word count - document B			0
Total word count - documents A + B			5955

INTERNATIONAL PATENT CLASS: G06F-015/20

...ABSTRACT device (10), the knowledge base (9) and the document base (1),
the control device (11) comprising a **concept production** module (14)
for **producing** a guide line used in preparing documents using the

knowledge stored in the knowledge base (9) on...

...in the document base and supporting the preparation of a document in accordance with the guide line **produced** by the **concept production** module (14), a schedule management module (15) for managing a schedule used in preparing documents in accordance...

...SPECIFICATION preparation according to the present invention will be schematically described in the above described structure.

First, the **concept production** means is initiated, to hear the conditions for a document to be an object in a dialogue manner. If a user answers **questions** concerning the conditions from the device, a guide line, that is, a concept of documents is presented...starting the concept production module 14. Numeral 27 is a block for executing control as to which **question** is to be displayed in **producing a concept**. Numeral 28 is a block for displaying the **question** stored in the storage means 10 in accordance with the control in the block 27. Numeral 29 is a block for inputting an answer to the **question** in the block 28 and preserving it. Numeral 30 is a block for referring to the knowledge...

...the knowledge and know-how concerning a method of preparing documents. Numeral 31 is a block for **producing a concept** on the basis of the blocks 29 and 30 and presenting it. Numeral 32 is a block...an item of the concept and a value of the item. In some cases the results of **questions** and answers are inputted as in the later items in Fig. 9. The item to be displayed is determined corresponding to the **produced concept** by previously writing the item of the concept to be displayed on the knowledge base. Numerals 52...

15/3,K/9 (Item 2 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
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00908855 **Image available**
METHOD OF CREATING ELECTRONIC PROSECUTION EXPERIENCE FOR PATENT APPLICANT
PROCEDE DE CREATION D'UN SYSTEME D'ENREGISTREMENT ELECTRONIQUE POUR
DEPOSANT D'UNE DEMANDE DE BREVET
 Patent Applicant/Assignee:
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 Legal Representative:
 SHAFFER William L (et al) (agent), Townsend and Townsend and Crew LLP,
 Two Embarcadero Center, 8th Floor, San Francisco, CA 94111-3834, US,
 Patent and Priority Information (Country, Number, Date):
 Patent: WO 200242878 A2-A3 20020530 (WO 0242878)
 Application: WO 2001US44441 20011127 (PCT/WO US2001044441)
 Priority Application: US 2000253360 20001127; US 2001309230 20010731
 Designated States:
 (Protection type is "patent" unless otherwise stated - for applications prior to 2004)
 AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
 EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR
 LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
 SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZM ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
 (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM
 Publication Language: English
 Filing Language: English
 Fulltext Word Count: 17769

Main International Patent Class: **G06F-017/21**
Fulltext Availability:
Detailed Description

English Abstract

...system over a first communication network, where the first client system is associated with a first technology **developer** ; storing the generated **invention** disclosure in a database accessible to the server system; drafting a patent application for the invention disclosure...

Detailed Description

... in the drafting process and asks whether the inventor wishes to further revise a pending disclosure or **create** a new one. The **Invention** Disclosure Wizard walks the inventor through to process by asking one or more **questions** per screen and providing a space for the inventor to enter the answer. A help function is also provided to provide further explanations of individual **questions** . The answers to the **questions** become html-coded fields mapped to database 106. The system allows administrator customization of the questions asked...

15/3,K/10 (Item 3 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00907114 **Image available**

PRODUCT DEVELOPMENT PROCESS

PROCEDE DE DEVELOPPEMENT DE PRODUITS

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200241221 A1 20020523 (WO 0241221)

Application: WO 2001US43675 20011116 (PCT/WO US0143675)

Priority Application: US 2000249174 20001116

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 13953

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
Detailed Description

French Abstract

L' **invention** concerne un procede de **developpement** de produits permettant d'obtenir une estimation des couts lies au developpement et a la fabrication du...

Detailed Description

... 2 Product Description
0 1. 2. 1 Background. Information
0 1. 2.2 Knowns
01 3 Questions
01 4 Plan
01 4.1 Product Concepts
01 4.2 Product Content
01 4.3 Bill of Material
01 4.4 Material Strategy
01 4.5 Product Performance...

15/3,K/16 (Item 9 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00833695 **Image available**

A SYSTEM AND METHOD FOR PROVIDING AN INTELLIGENT MULTI-STEP DIALOG WITH A USER

SYSTEME ET PROCEDE SERVANT A FOURNIR UN DIALOGUE INTELLIGENT A PLUSIEURS ETAPES AVEC UN UTILISATEUR

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200167225 A2-A3 20010913 (WO 0167225)
Application: WO 2001US7056 20010306 (PCT/WO US0107056)
Priority Application: US 2000187472 20000306

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 22469

Main International Patent Class: G06F-017/30

International Patent Class: G06F-009/44

Fulltext Availability:

Detailed Description

English Abstract

...Internet protocols, a web browser and web server software. In addition to an automated portion, the present invention allows a human dialog designer to model the way the system elicits information, giving a human feel to the dialog and a...

...directing their web browser to a designated web page. This web page asks

the user some initial **questions** that are then passed to a dialog engine. The dialog engine then applies its methods and algorithms...

Detailed Description

... so far, given the system's knowledge of the problem domain; without requiring the user to answer **questions** one at a time, or to answer all of the **questions** posed; and without imposing unnecessary restrictions on the order in which **questions** are posed to the user. The present **invention** allows the dialog **designer** to

2

model the way an expert elicits information, giving a human feel to the dialog and...understanding of the user's response. Dialog engine 232 improves its understanding of the user's initial **question** by conducting a multi-step dialog with the user. Based on the user's responses to follow-up **questions**, the dialog engine is further able to focus its analysis of the user's response (i.e., limit the remaining sets of **concepts** by **creating** constraints). In other words, dialog engine 232 seeks to describe the user's information request in more...

...the subgoals is resolved.

This provides maximum flexibility in interpreting multiple choices of the user.

The subject **invention** also permits the user, dialog **designer**, or dialog engine to retire a subgoal or goal. The user may not wish or be unable to answer **questions** posed by a subgoal. In this case the **invention** provides a way to inform the system that they do not wish to see any more **questions** on the subject. The user may choose to ignore the questions posed, in which case the system...from the focus node(s) to the target node(s) heavily depends on user responses to system **questions**. For example, a selection algorithm may be applied to a focus node, F to produce a set of **concept** nodes, C which are associated with a **question** posed to the user (or to the application screen). If the user (or the screen) responds to this **question**, the response is mapped to one or more members, M of the set C. These members, M...at each iteration of a dialog and uses that information to determine what types of follow-up **questions** to generate and what choices to offer the user in each **question** instance. The dialog state may be viewed as having several different levels of specificity and the **invention** provides the dialog **designer** with the ability to generate different **question** types appropriate to those various levels. Depending on the characteristics of the taxonomy in which a goal...

15/3,K/27 (Item 20 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00568240 **Image available**

SCRIPT DEVELOPMENT SYSTEMS AND METHODS USEFUL THEREFOR
SYSTEMES D'ELABORATION D'UN SCENARIO ET PROCEDES ASSOCIES

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Inventor(s):

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SANDLERMAN Nimrod,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200031613 A1 20000602 (WO 0031613)

Application: WO 99IL637 19991125 (PCT/WO IL9900637)

Priority Application: IL 127293 19981126

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR LC LK
LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG
ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU
MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 19748

SCRIPT DEVELOPMENT SYSTEMS AND METHODS USEFUL THEREFOR

Patent and Priority Information (Country, Number, Date):

Patent: ... 20000602

Main International Patent Class: G06F-003/00

International Patent Class: G06F-003/14

Fulltext Availability:

Detailed Description

Publication Year: 2000

Detailed Description

... that you want the toy to say. You can type anything you want. Let's
type a **question** , to **create** a **script** sequence that demonstrates the
toy's voice recognition ability. Type the **question** : "What do you feel
like doing now, wise
guy? When my eyes light up, say: A joke...

15/3,K/37 (Item 30 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00126948 **Image available**

AUTOMATED APPLICATION PROGRAM DEVELOPMENT SYSTEM AND METHOD

METHODE ET SYSTEME DE DEVELOPPEMENT D'UN PROGRAMME D'APPLICATION AUTOMATISE

Patent Applicant/Assignee:

ANALYSTS INTERNATIONAL CORPORATION,

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Patent and Priority Information (Country, Number, Date):
Patent: WO 8505204 A1 19851121
Application: WO 85US818 19850503 (PCT/WO US8500818)
Priority Application: US 84238 19840504

Designated States:

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AT AU BE CH DE FR GB IT LU NL SE
Publication Language: English
Fulltext Word Count: 15882

Patent and Priority Information (Country, Number, Date):

Patent: ... 19851121
Main International Patent Class: G06F-009/00
International Patent Class: G06F-03:00
Fulltext Availability:
Detailed Description

English Abstract

...60) which is used to develop the COBAL programs at the user terminal (52). The application program **development** system of the present **invention** enables COBAL source (64), job control language (66) and program documentation (68) to be developed by a...

French Abstract

...terminal (52) de l'utilisateur. Le systeme de developpement d'un programme d'application de la presente **invention** permet a un utilisateur de **developper** au niveau du terminal d'utilisateur (52) une source COBOL (64), un langage de controle des travaux...

Publication Year: 1985

Detailed Description

... existing input and out@
put structures, Finally, in the process phase, the user answers a series of **questions** to complete the detailed design. From the information provided in these five phases, the present **invention** then automatically **produces** the COBOL source code, program documentation, and much of the job control language.

A particularly advantageous feature...the errors.

The file definition phase is the next phase of the preferred embodiment of the present **invention** .

Here, the application program **development** system contains information about the data files described in the application layout by asking various **questions** of the user regarding the file and the elements therein. Preferably, the user will utilize the file...

?